

THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

VOL. XVII

NO. 11

CONTENTS FOR NOVEMBER, 1937

| | |
|--|----|
| The Bournville Plant of Cadbury Brothers Limited..... | 15 |
| Confectionery Wholesalers: Dun & Bradstreet's 1937 Report on Operating and Merchandising Experience..... | 19 |
| Chocolate—The Reconstruction of Candy Formulae from Analytical Data..... | 21 |
| Observation on the Confectionery Industry in France..... | 23 |
|Samuel H. Baer | 23 |
| Annual Banquet of Baltimore Confectioners..... | 23 |
| Exposition Committee Appointed..... | 23 |
| News of the Supply Field..... | 24 |
| Editorial..... | 26 |
| Candy Clinic—Cordial Cherries, Panned Goods, 1c Pieces..... | 28 |
| New Booklets..... | 32 |
| Radio Program Will Feature Candy as Food..... | 33 |
| Winning the Manufacturer's Support for the Jobber... Charles Lind | 34 |
| Western Confectioners Salesmen to Meet in St. Louis..... | 38 |
| A. R. C. Convention to Be Held in Philadelphia in June..... | 40 |
| New Confections for Dogs..... | 41 |
| Packaging Section—Supplies, Sales Aids, Merchandising..... | 43 |
| Selecting the Wrapper to Promote Advertising at Point of Sales..... | 45 |
|C. W. Fletcher | 45 |
| The Quarterly Packaging Clinic..... | 47 |
| Quality Merchandise as Premiums..... | 53 |
| The Candy Man's Calendar..... | 54 |
| Sweetest Day Takes on New Life..... | 55 |
| Business Rests While Candy Manufacturer Works in Field..... | 56 |
|J. R. Sprague | 56 |
| I. G. A. Conducts Contest on Christmas Candy Sales..... | 57 |
| Salesmen's Slants..... | 58 |
|C. Ray Franklin | 58 |

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M. C. POSTSCRIPTS

★ The reasons for the contra-seasonal business decline are everywhere cause for speculation. When business gets the jitters and goods become harder to sell, many advise that we must all work harder. There's a lot of truth in that, of course, though a more intelligent use of one's time might be more bountiful in results than misdirected hard work.

★ This brings to mind the article by Jesse Rainsford Sprague, in the October 23 issue of *The Saturday Evening Post*, a part of which is reprinted in this issue. Sprague tells of a very successful confectionery manufacturer who every few years takes what he calls a "6 months' sabbatical leave" from his office, and spends part of it off in the North woods away from business, and part of it traveling leisurely in the field talking to his customers. Thus he obtains valuable information affecting the conduct of his business that he could not get in any other way.

★ A confectionery manufacturer in Denmark, upon reading the account of Cleveland's Sweetest Day plans in the September issue of *The Manufacturing Confectioner*, wrote to W. M. Hinson, of the Cleveland Sweetest Day Committee, for any further information he might give. It is not at all beyond the pale of hope that some day this might be observed as International Sweetest Day—a much-needed thought in these days when the war drums are sounding louder and louder.

★ Much interest has been aroused by the excellent series of articles on the reconstruction of candy formulae, by Jordan and Langwill. This month's article deals with chocolate. Although these are written for such technicians as laboratory chemists, yet the sense of much of the information can be grasped by most anyone with a background of confectionery-making experience.

INDEX TO ADVERTISING OF MACHINERY, MATERIALS SUPPLIES AND SERVICES APPEARING IN THIS ISSUE

MACHINERY AND EQUIPMENT

| | |
|---|------------|
| American Rose Machine..... | 10 |
| Burmak Crackless Belts..... | 37 |
| Economy Beltturn | 41 |
| Economy Dry Conditioner..... | 41 |
| Greer Automatic Feeder..... | 31 |
| Hildreth Pulling Machine..... | 41 |
| Ideal Wrapping Machines..... | 58 |
| Lehamann Cocoa Liquor Mill..... | 36 |
| Lipeometer | 38 |
| Mikro-Pulverizer | 61 |
| Package Wrapping Machines..... | 44 |
| Rebuilt Machinery—Union Standard Equipment..... | 59 |
| Savage Marshmallow Beater..... | Back Cover |
| Sturtevant Air Conditioning Equipment..... | 39 |
| The "Simplex" Cream Fondant System..... | 42 |
| Voss Caramel Cutting Board..... | 38 |
| Voss Enrober Belting..... | 38 |
| Voss Glazed Enrober Belts..... | 38 |
| Weygandt Chocolate Moulds..... | 42 |

MISCELLANEOUS RAW MATERIALS

| | |
|---------------------------------------|----|
| Anheuser Corn Syrup..... | 13 |
| Atlas Certified Food Colors..... | 13 |
| Blanke Baer Dipping Fruits..... | 35 |
| Cerelose | 9 |
| Clover Bloom Egg Albumen..... | 11 |
| Citric Acid | 40 |
| Exchange Citrus Pectin..... | 27 |
| Hooton Coatings | 34 |
| Kremol | 61 |
| Lund Colloidal Black..... | 39 |
| Merckens Fondant Process Coating..... | 32 |
| National Food Colors..... | 8 |
| Nulomoline | 40 |
| Oroco | 3 |
| Placto | 3 |

| | |
|--------------------------|----|
| R & R Specialties..... | 3 |
| Sodium Citrate | 40 |
| Speas Confecto-Jel | 37 |
| Tartaric Acid | 40 |
| Yelkin | 3 |

FLAVORING MATERIALS

| | |
|--------------------------------------|--------------|
| Atlas Flavors | 13 |
| Blanke Baer Flavors..... | 35 |
| D & O Flavors..... | 7 |
| Exchange Oil of Lemon..... | 14 |
| Felton Flavors..... | Second Cover |
| Ferbo Butter Flavor..... | 61 |
| Foot & Jenks Flavors..... | 61 |
| Fries Flavors | 3 |
| Fritzsche Flavors | 4 |
| Lund Flavors..... | 36 |
| Polak's True Fruit Concentrates..... | 9 |
| Schimmel Flavors | 33 |

PACKAGING SUPPLIES

| | |
|-------------------------------------|----|
| American Rose Machine..... | 10 |
| Brewer Sales Stimulator..... | 54 |
| Hinde & Dauch Shipping Cartons..... | 51 |
| Ideal Wrapping Machines..... | 58 |
| Marvel Pennants | 61 |
| Package Wrapping Machine..... | 44 |
| Self Locking Cartons..... | 57 |
| St. Louis Labels..... | 61 |
| Sweetone Paper Products..... | 52 |
| Taft Ribbons | 61 |

MISCELLANEOUS

| | |
|---------------------------------------|-------------|
| Brokers | 60 |
| Directory of Candy Manufacturers..... | Third Cover |
| Official Bulletin | 61 |
| Schwarz Laboratories | 38 |
| Whympers Book | 12 |

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy **EXCLUDES** advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

THE MANUFACTURING CONFECTIONER

PUBLISHED BY THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY



The BOURNVILLE Plant of Cadbury Brothers Limited



The Cocoa Factory, Bournville Works.

One in a Series on "Little
Journeys to Candy Plants
Around the World"

THE amazing story of Cadbury is one of fortitude and devotion to ideals. Cadbury, with its 81½ acres of works, 9,000 employees, 2,000 workmen's houses, 110 acres of recreation grounds, and the largest factory in the world engaged in the production of cocoa, is the monument to John Cadbury's ideals. Here not only is an exemplary pattern of industrial efficiency, but a workable ideal of industrial democracy.

It was in 1879 that the two sons of John Cadbury—Richard and George—moved their growing business from the heart of Birmingham to a rural site some four miles distant on the banks of the Bourn River. To establish a factory outside the heart of a city was something unheard of in that day, and the move of the Cadbury's was generally ridiculed. But the establishment of a rural factory was not the only unorthodox move initiated by the Cadbury family. For one thing, John Cadbury, a tea and coffee dealer in Birmingham, was so successful in the roasting and grinding of cocoa and the preparation of chocolate that presently he was selling his own products in his shop and to the trade. He is said to have had the first plate-glass shop window in Birmingham. In 1866, the firm hav-

ing then been relinquished to Richard and George Cadbury by their father, introduced for the first time a pure, straight cocoa, concentrated and unadulterated, under the name, "Cocoa Essence," in which the excess of cocoa butter was pressed out, without the customary addition of potato starch and sago flour, and they pushed this new product to the exclusion of other types of cocoa. The passage of the "Adulteration of Food Act" in 1872 gave the brothers further encouragement in the promotion of their pure-cocoa product, which had already found favor.

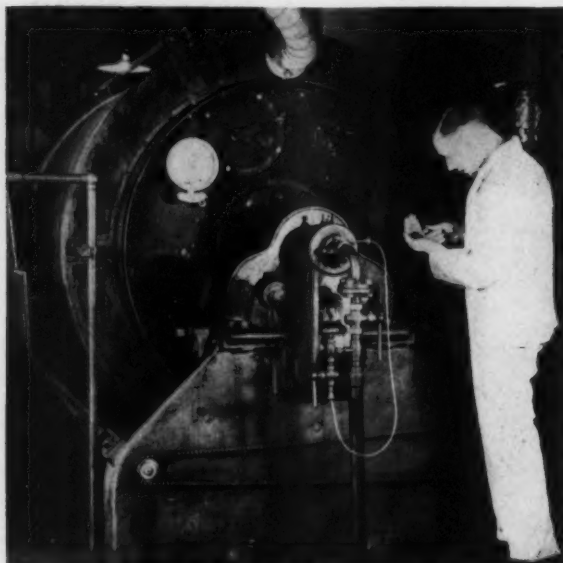
In still another respect, the Cadbury brothers were pioneers. In considering the welfare of their employees, they did not see eye-to-eye with the other employers of their day. The firm recognized the right of the worker to a fuller life of his own. Even in the five depressing years following 1861, when the business was in a precarious state, the Cadburys recognized the inadequacy of the standard of wages of the time and gradually raised the scale above the normal then current in Birmingham, and were the first in the town to adopt the Saturday half-holiday. The building of the Bournville plant in 1879 was a move to get away from the unsavory industrial condi-

tions in Birmingham and to give their employees the health and recreational benefits of country life.

Richard Cadbury conceived the idea in 1868 that chocolate boxes should bear colored pictures instead of printed labels, so they were the first British firm to introduce the decorated box—another pioneering venture.

A spell of good business followed the removal to Bournville, and the new, large factory proved by no means too large for their needs. Since that day, there has been a consistent growth in the volume of trade and a concurrent development in the number and type of goods produced. The natural beauty of the grounds themselves has been preserved, and the Bournville plant has come to be known as "The Factory in a Garden."

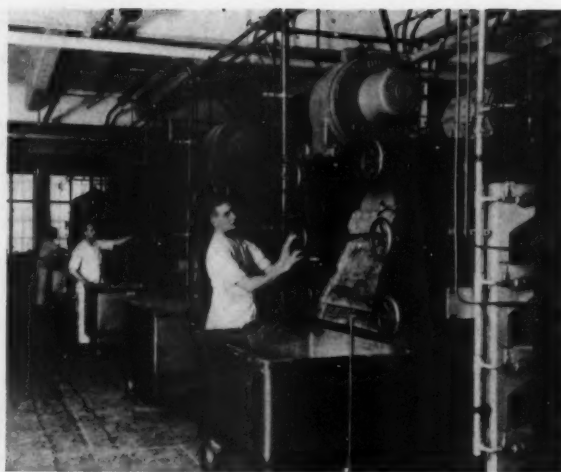
Cadbury Brothers Limited is today a private limited



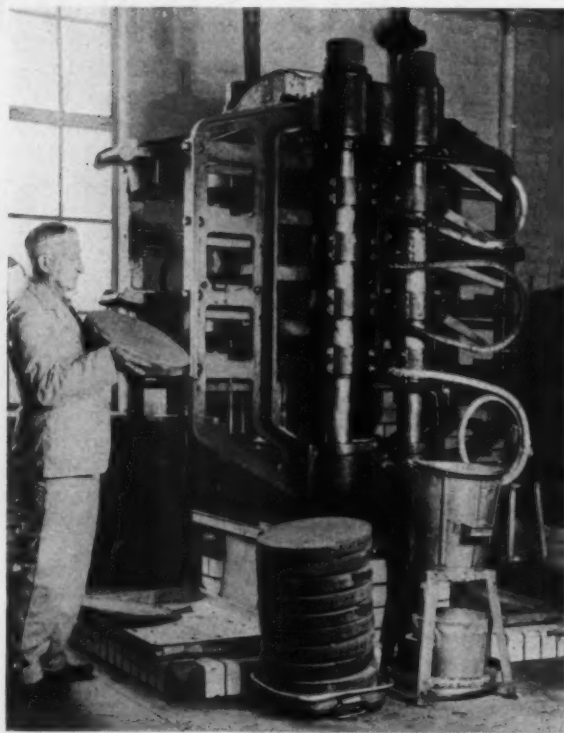
Roasting the Cacao Beans in Heated Drums Brings Out the Characteristic Aroma.



Cocoa Grinding Machines.



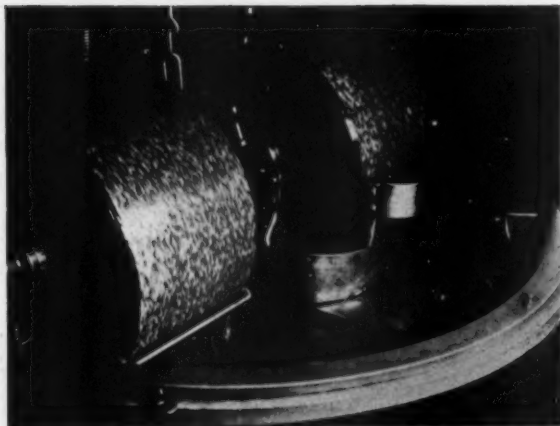
Chocolate Grinding Machines, in Which the Cacao "Nibs" and Sugar Are Ground Together Into a Thick Paste.



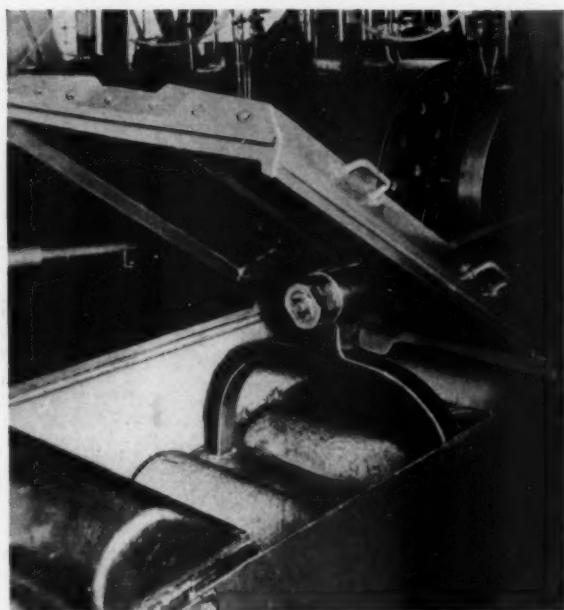
Machine for Pressing the Cocoa Mass to Extract the Excess of Cocoa Butter.

company, on the Board of Directors of which are serving Barrow Cadbury, son of Richard Cadbury, and three sons of George Cadbury, these being Edward, George and Laurence J. Other managing directors are Paul S. and Dorothy A. Cadbury, son and daughter of Barrow Cadbury, also Walter Barrow and Charles W. Gillett. William A. Cadbury, elder son of Richard Cadbury, retired from active management in February of this year, after an association with the firm of nearly 50 years; among other honors, he had served with distinction as Lord Mayor of Birmingham.

The growth of the firm has been steady, and its ramifications are widespread. In 1897 they established their



The Chocolate Is Refined by Further Mixing and Grinding in a Melangeur.



In the Conche, the Liquid Chocolate Is "Kneaded" as a Final Refining Process.

own experimental cacao plantations on the island of Trinidad, and now have three joint buying agencies on the Gold Coast in west Africa. They have subsidiary factories in Canada, Australia and New Zealand, a factory has been built in Ireland, and one is under construction in South Africa. Four milk factories of the firm are located in England, as well as another factory devoted chiefly to the manufacture of wooden boxes and packing cases but also performing certain other functions.

The Bournville plant uses more cocoa than any other kind of raw material. The cocoa beans are conveyed to Bournville by road, rail and canal. After arriving at the factory, the beans are sorted and cleaned by means of mechanically-operated sieves and air currents. The beans are then roasted, after which they are cracked between rollers, the pieces of shell being carried off by blowing air through the mass. Then comes the grinding process, which reduces the "nibs" to a semi-liquid mass. After a portion of the cocoa butter has been extracted in hydraulic presses, the hard cocoa cakes thus formed are broken up,

ground, and sieved through a very fine silk gauze, thus producing drinking cocoa. This fine cocoa is transferred into hoppers, which delivers it into tins, where it is weighed, all operations being automatic.

In the manufacture of chocolate, the ground cocoa nibs are mixed with finely powdered sugar in a melangeur, which both grinds and mixes. The mass is then run between the rollers of a refining machine, which delivers it in a dry, flaky form. It is then softened by heating, further cocoa butter is added, and it is repassed through the melangeur and the refining processes until the necessary quality is obtained. It is then further refined by "conching" (somewhat similar to kneading) for three or four days. The chocolate "dough" thus formed is used in



Cutting Marzipan Shapes for Chocolate Centers, and Making Marzipan Decorations.



Hand-Dipping Centers in Chocolate.

making moulded chocolates, with raisins or nuts added, or the same mass with more cocoa butter added is used for the covering of various types of centers, using both hand-dipping and machine-dipping methods.

Of special interest is Cadbury's method of making milk chocolate. Here the chocolate is delivered to the several milk-collecting and -condensing factories, where it is mixed with fresh milk, and then transported by barge to Bournville.

Laboratory supervision is maintained throughout all operations as well as in the examining and testing of all raw materials.

Close to one billion chocolates are boxed every year by Cadbury's. For decorating these boxes, 2,000 miles of ribbon is used every year.

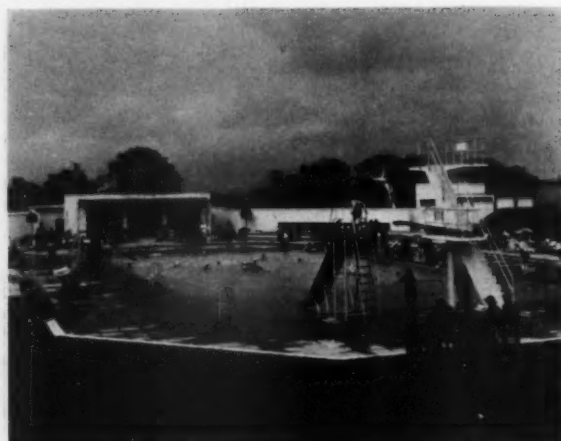
Bournville has its own schools, recreation grounds, shopping centers, and garden clubs—the same as any other modern village. Cadbury's employees have their own social and professional organizations, including bands, athletic clubs, and groups engaged in specific interests such as opera, drama, photography, stamp-collecting, folk



Moulding Soft Cream Centers.



The Bournville Chemical Laboratory.



Bournville's New "Lido."



Milk-Condensing Factory at Frampton-on-Severn, Gloucestershire.

dances, chess, radio, cycling, and the building and sailing of model yachts and power boats. Before the World War, John Drinkwater wrote a series of open-air masques for the Dramatic Society, and these were performed annually by Bournville employees. The Society has presented over 250 plays, including Greek tragedy, Shakespearean and others. The Musical Society has given many fine performances of standard works, including "Faust," "Bohemian Girl" and other operas.

For the benefit of employees, works classes are available, some of these being of a technical nature, an apprentice scheme is in operation, and employees have the benefit of pension, provident and benevolent funds, as well as a prosperity-sharing scheme known as the "welfare fund." Through their works councils, the employees at Bournville share with the management to a considerable extent in the internal administration of the factory so far as it is concerned with working conditions. Breaches of works rules are dealt with by discipline tribunals consisting of management and workers' representatives.

A contribution to the solution of the housing problem was made by George Cadbury in 1895, when he founded Bournville Village. In 1900 he handed over the property to the Bournville Village Trust, which now covers over 1830 acres of land and is concerned in the management of other estates totaling approximately 1821 acres. There are about 2300 houses on the Bournville Trust Estate, some

(Turn to page 36)

Analysis of Operating and Merchandising Experience of CONFECTIONERY WHOLESALERS

THE 1937 Wholesale Survey, giving operating and merchandising experience for confectionery wholesalers for the fiscal year 1936, has just been released by the Research & Statistical Division of Dun & Bradstreet, Inc., 290 Broadway, New York, N. Y. This survey, prepared in cooperation with the National Confectioners' Association, analyzes operating results by types of operation as well as by size of the concern, profit status, lines of merchandise carried, types of clientele, credit policies, geographical location, and extent of sales territories.

Though only 87 wholesale confectioners participated in the making of this report by filling out and returning questionnaires, it is believed that the data obtained furnish a fairly general average of wholesale confectionery operations.

Space requirements do not permit publishing all details of the analysis as given in the survey report, but the following highlights, together with the data given in Tables 1 and 2, will prove valuable to confectionery wholesalers who can use them as a basis for comparison, and to those confectionery manufacturers who maintain their own jobbing outlets or who realize the need for a more intelligent understanding of the problems of wholesale distribution.

TYPE OF BUSINESS: The two most general types of enterprises that sell candy at wholesale are service wholesalers (offering credit and delivery service) and truck and wagon jobbers. The latter type of wholesaler apparently is steadily increasing in number and importance as a distributor of confectionery products.

The 68 service wholesalers included in this analysis represent a total annual net sales volume of \$12,028,000. The 19 truck and wagon jobbers account for a total annual net sales volume of \$1,062,000. The average service wholesaler is probably two to three times

larger than the average truck jobber. The average sales of the truck and wagon jobbers submitting their figures for this survey (see Table 2) indicate that, in general, they are considerably larger than the usual type of wagon jobber. An average annual sales volume for this type of individually operated wholesaler in metropolitan areas would probably be less than \$20,000. It is also likely that the truck and wagon jobbers reporting travel two or more trucks.

AGE OF CONCERN: The more recent development of wagon jobbing is shown by the ages of these concerns. Out of a total of 68 service wholesalers, only 20 were established since 1930. Out of the 19 truck and wagon jobbers, a majority of 12 were established since 1930, and all of them since 1910. In both groups, the concerns founded before 1930 report the most frequent losses. The three service wholesalers established before 1900 are all operating at a loss.

TYPE OF PROPRIETORSHIP: Over 50% of the enterprises in both the service and wagon jobber groups are individual proprietorships. Partnerships are next in importance among truck operators, while corporations are next in importance among service wholesalers. Corporations, in general, report the least favorable ratios.

TYPE OF MERCHANDISE: The type of merchandise sold by the service enterprises varies widely, as shown in Table 1. Of the 67 concerns of this type reporting, 14 account for a majority of their volume in the tobacco line and handle candy only as a convenience item, while 13 concerns sell 90% or more candy. The remaining 40 sell primarily candy but substantial quantities of other lines. Miscellaneous items such as chewing gum, nuts, fountain supplies, school supplies and sundries account for about 10% of the volume in the usual estab-

| MERCHANDISE LINES | NUMBER OF CONCERNS SELLING SPECIFIED MERCHANDISE | | | | | | | | | | NUMBER OF CONCERNS CARRYING LINE | USUAL RANGE OF SALES IMPORTANCE (% of Net Sales) |
|----------------------|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------------|---|--|
| | % of Net Sales | | | | | | | | | | | |
| | Less than 10 | 10 to 20 | 20 to 30 | 30 to 40 | 40 to 50 | 50 to 60 | 60 to 70 | 70 to 80 | 80 to 90 | 90 and more | | |
| Candy | - | 4 | 10 | 1 | 5 | 2 | 6 | 7 | 19 | 13 | 67 | 80 to 90 |
| Tobacco | 7 | 2 | 1 | 1 | 1 | 3 | 6 | 2 | 3 | - | 26 | Less than 10 |
| Chewing Gum | 40 | 18 | 2 | - | - | - | 1 | - | - | - | 61 | Less than 10 |
| Nuts | 14 | 4 | - | - | 1 | - | - | - | - | - | 19 | Less than 10 |
| Fountain Supplies | 33 | 5 | 2 | - | - | - | - | - | - | - | 40 | Less than 10 |
| School Supplies | 17 | 4 | - | - | - | - | - | - | - | - | 21 | Less than 10 |
| Sundry Items | 26 | 7 | 2 | 1 | 1 | - | - | - | - | - | 37 | Less than 10 |

Table 1. Service Wholesalers: Sales Importance of Various Merchandise Lines.

| | TOTAL SERVICE | SERVICE WHOLESALERS | | | | TRUCK AND WAGON JOBBER ^{1/} |
|--|------------------|-------------------------|-----------------------------|--------------------------|---------------------------|---|
| | | PROFITABLE | | UNPROFITABLE | | |
| | | \$7,000 to \$100,000 | \$100,000 to \$1,200,000 | \$10,000 to \$100,000 | \$100,000 to \$800,000 | |
| DESCRIPTION OF CONCERNS ANALYZED | | | | | | |
| Number of Concerns Reporting | 68 | 30 | 25 | 6 | 7 | 19 |
| Aggregate Net Sales (in \$000) | \$12,028 | \$1,603 | \$8,068 | \$373 | \$1,984 | \$1,062 |
| Average Net Sales (in \$000) | 177 | 53 | 323 | 62 | 283 | 55 |
| CONDENSED OPERATING STATEMENT (Percentage of Net Sales) | | | | | | |
| Cost of Goods Sold | 84.7 | 82.5 | 87.2 | 81.7 | 87.5 | 83.5 |
| Gross Margin | 15.3 | 17.5 | 12.8 | 18.3 | 12.5 | 16.5 |
| Total Expense | 13.1 | 13.7 | 10.7 | 19.4 | 14.1 | 12.9 |
| Operating Profit (or Loss) | 2.2 | 3.8 | 2.1 | -1.1 | -1.6 | 3.6 |
| Profitable Concerns: Profit | 3.0 | - | - | - | - | 4.6 |
| Unprofitable Concerns: Loss | -1.3 | - | - | - | - | -5.4 |
| DETAILED EXPENSES (Percentage of Net Sales) | | | | | | |
| Total Selling Expense* | 4.4 | 4.7 | 4.1 | 3.3 | 5.0 | 4.5 |
| Selling Salaries | 4.2 | 4.5 | 3.8 | 3.2 | 4.9 | 3.7 |
| Advertising | 0.2 | 0.2 | 0.3 | 0.1 | 0.1 | 0.8 |
| Total Buying and Administrative Expense* | 3.9 | 3.8 | 3.0 | 8.3 | 4.2 | 4.0 |
| Buying and Administrative Salaries | 2.6 | 2.4 | 1.8 | 7.6 | 2.4 | 3.0 |
| Office Salaries | 1.3 | 1.4 | 1.2 | 0.7 | 1.8 | 1.0 |
| Total Warehouse Expense* | 1.6 | 1.8 | 1.2 | 3.3 | 1.1 | 1.0 |
| Warehouse, Packing and Shipping Wages | 1.3 | 1.5 | 1.0 | 2.9 | 1.0 | 2/ |
| Total Delivery and Cartage Expense* | 1.5 | 1.6 | 1.1 | 2.5 | 1.5 | 1.7 |
| Delivery and Cartage Wages | 1.0 | 1.2 | 0.8 | 2.0 | 1.0 | 2/ |
| Net Rent | 0.8 | 0.9 | 0.4 | 0.7 | 1.0 | 0.7 |
| Losses from Bad Debts | 0.4 | 0.5 | 0.4 | 0.5 | 0.5 | 0.6 |
| Taxes | 0.5 | 0.4 | 0.5 | 0.8 | 0.8 | 0.4 |
| OTHER OPERATING RATIOS | | | | | | |
| Inventory Turnover (Times per Year) | 17.3 | 16.4 | 19.0 | 19.5 | 12.8 | 12.5 |
| Increase in Sales from 1935 (% of 1935 Sales) | 9.2 | 6.7 | 12.8 | 7.6 | 8.1 | 14.3 |
| Returns and Allowances (% of Gross Sales) | 1.3 | 1.0 | 1.6 | 0.1 | 1.0 | 0.7 |
| Sales Tax (% of Gross Sales) | 0.2 | 0.3 | 0.2 | - | 0.3 | 0.1 |
| Cash Discounts to Customers (% of Gross Sales) | 1.3 | 1.2 | 1.2 | 1.6 | 1.5 | 2.2 |
| Cash Discounts Received (% of Purchases) | 1.7 | 1.8 | 1.6 | 1.1 | 1.7 | 1.8 |

^{1/} Range in size from \$8,000 to \$182,000 annually.

^{2/} Because so few concerns reported this information it is omitted as not being significantly representative.

* May include expenses not detailed in addition to those indented.

Table 2. Typical Operating Ratios by Type, Size and Profit Status of Concerns.

lishment. The truck and wagon jobbers sell candy almost exclusively, with only four concerns handling any tobacco.

TYPE OF CLIENTELE: The service wholesaler's two most important customer groups are retailers and wagon jobbers. Out of the 57 service wholesalers, 5 make 70% or more of their sales to truck and wagon jobbers. The majority of these wholesalers distribute most of their volume direct to retailers, and the expense of serving this trade is naturally greater than in serving wagon jobbers.

CREDIT SALES: About 75% of the service group sell 50% or more of their products on a credit basis, while only 32% of the truck and wagon distributors make 50% or more of their sales for credit.

SALES TERRITORIES: About 76% of the service enterprises operate in sales territories limited to a radius of 50 miles. In contrast, almost 65% of the truck and wagon jobbers reach out more than 50 miles in their circuits. A break-down of the reports according to territory indicates that wagon jobbers are less prevalent in proportion to the number of service wholesalers in the Middle Atlantic States.

OPERATING EXPENSES: In general, expenses among the service distributors decrease as size increases. This

is also true of operating profit ratios, which are usually lower for the larger concerns. Truck and wagon jobbers operate at a total expense below the average for service wholesalers and return a better operating profit ratio, as shown in Table 2.

PROFITS: Wholesalers in both groups with exceptional selling or administrative costs suffer the greatest losses. Gross margin for profitable concerns is generally below that reported by unprofitable concerns, which indicates that profits are mainly the result of holding down expenses.

Only 2 out of the 19 truck and wagon distributors operated at a loss. Also, the increase in 1936 sales as reported by the truck and wagon jobbers is more favorable than that reported by service wholesalers, regardless of size or profit status.

VOLUME GAINS: The per cent increase or decrease in sales from 1935 to 1936 is reported by 77 of the 87 wholesalers. Of these, 54 report increases (33 of them over 10%), while 18 report decreases (6 of them 10% and more). In general, it appears that wholesale confectioners made substantial gains in volume in 1936 over 1935. How much of this volume is due to rising prices and how much to actual physical volume increases is problematical.

The Reconstruction of Candy Formulae from Analytical Data

CHOCOLATE

Part V of Series

★By STROUD JORDAN
and K. E. LANGWILL

CHOCOLATE is used so extensively as a basic raw material in confectionery manufacture that one almost forgets it is a confection of itself. With the possibility of being employed either as a coating or a flavoring material, it ranks high in the list of essentials. In our present discussion, we are concerned with the composition of chocolate coatings whose ingredients we know to be bitter liquor, cocoa butter and sugar with or without an admixture of milk products. These may be combined in such varying proportions that the finished product will vary in color from a light tan to dark brown, depending upon the percentage of bitter liquor.

It will be necessary to make certain assumptions as to the composition of bitter liquor in order that we may convert our analytical data into coating composition. These assumptions are based on the analyses of many liquors made from as many blends of different types of cacao beans. The fat will be taken as 54%, water insoluble material of the fat-free portion as 32.6% and the ash of the same portion as 7.0%.

SWEET CHOCOLATE

Analytical data on three samples of coating will serve to show gradations from a light sweet to a dark bitter sweet coating and from these data we can reconstruct original formulae.

| CHOCOLATE COATING | | | |
|---------------------------------|--------|--------|--------|
| | No. 1 | No. 2 | No. 3 |
| Fat | 34.39% | 36.07% | 48.35% |
| Refractive index at 40° C. | 1.4578 | 1.4575 | 1.4579 |
| Reducing sugars B. I. | 0.42% | Trace | 0.34% |
| Reducing sugars A. I. | 60.85% | 45.32% | 15.21% |
| Sucrose | 57.41% | 43.05% | 14.13% |
| Water insoluble | 5.21% | 14.25% | 26.12% |
| Ash | 0.505% | 1.42% | 2.55% |

The first step in reconstructing a formula for coating No. 1 is to calculate the quantity of bitter liquor present by dividing the percentage of water insoluble by the factor 0.326. The resulting 15.98% of bitter liquor will account for 8.63% of cocoa butter ($= 15.98\% \times .54$). The remaining fat, which is 25.76% ($= 34.39 - 8.63$), represents added cocoa butter.

In order to check the foregoing results, the ash value may be used as a starting point. This (0.505) when divided by 7.0 and then multiplied by 100 gives 7.2% of non-fat cocoa material. To convert this into bitter liquor with a normal fat content, it is necessary to multiply by the factor 2.174. The result (15.65%) checks quite closely with the percentage calculated from the water insoluble material. The factor 2.174 is based on the fact that bitter liquor contains 54% fat and is obtained by dividing 100 by 46.0, which is the non-fat cocoa matter present.

The same method of calculation has been followed in determining formulae for chocolate coatings No. 2 and No. 3. All figures have been converted to a pound basis before incorporating them in the following formulae.

| CHOCOLATE COATINGS | | | |
|--------------------|-------|-------|-------|
| | No. 1 | No. 2 | No. 3 |
| Bitter Liquor..... | 16 | 44 | 80 |
| Added Fat..... | 26 | 13 | 6 |
| Sucrose | 58 | 43 | 14 |

Identification of Fat

To assume that all fat in a coating is cocoa butter is not always based on good judgment. Its characteristics must first be determined and the reason for taking a refractive index of the extracted fat is to make certain that no fat other than cocoa butter has been employed. When working with ice-cream coatings, whose fat content may go as high as 60%, the refractive index is often lower than that of pure cocoa butter. This is usually due to the addition of coconut oil, but its presence must be positively identified. The refractive index is one of the simplest means of detecting the presence of foreign fat.

Sugar Varieties

Up to this point we have assumed that the sugar in a coating is pure sucrose and the trace of reducing sugars found is due to the small percentage naturally present in the cacao nib. There is, however, the possibility of other sugars being present such as dextrose, levulose and lactose. Dextrose may be added directly as such but lactose generally finds its way into the coating through the incorporation of milk. If only whole milk were employed in the manufacture of milk chocolate, it would be a simple matter to calculate its percentage from the lactose found upon analysis. Whole-milk powder, skim-milk powder, powdered cream or any combination of these products may be used equally as well, so we have to depend on some factor other than lactose to give us a clew as to the probable composition of the finished product. It is upon the Reichert-Meissl number of the fat that we usually base our calculations, but lactose is also considered before drawing any final conclusions.

Determination of Individual Sugar Percentages

No method has been proposed as yet for the determination of dextrose and lactose separately in case they both should be present in a coating. They each reduce an alkaline copper sulphate-potassium tartrate solution so they will appear as reducing sugars before inversion. If the Reichert-Meissl number of the coating fat is 1 or less, it can be immediately assumed that the reducing sugars before inversion are due to dextrose and they can be calcu-

lated as such. Had the Reichert-Meissl number been higher, for example 4 or 5, and no coconut oil had been used, it would have been logical to assume that lactose is also present.

In order to determine the percentage of each it is necessary to ferment a 10% solution (defatted) of the coating and then polarize. The reading on the polariscope will be due entirely to lactose, provided no corn syrup is present.

It is not even necessary to polarize such a solution. Simply determine reducing sugars after clarification by the regular Munson and Walker method and calculate them as lactose. The percentage of lactose thus found may then be converted into its dextrose equivalent and subtracted from the reducing sugars before inversion calculated as dextrose to obtain the percentage of dextrose added as such, provided, however, that no invert sugar has been added to the coating.

In the event that both dextrose and corn syrup, liquid or powdered, have been employed in a milk coating, the 10% solution after fermentation will contain both dextrin and lactose. A reducing sugar estimation will fix the lactose percentage, and a polarization will fix the combined percentages of lactose and dextrin. Calculating the rotation due to the lactose present (as found from the reducing value of the fermented solution) from the total polarization, will leave that due to dextrin. From this value corn-syrup solids may be calculated (see Part IV of this series in the October issue of *THE MANUFACTURING CONFECTIONER*).

If invert sugar or honey has been used, we have a still further complication in so far as reducing sugars before inversion are concerned. This value may be determined by polarizing a normal solution at the usual temperature and then inverting and polarizing a half-normal solution at 87° C. The amount of invert may be calculated from these values, and the reading at 87° C. after inversion will be due entirely to lactose, dextrose and dextrin. With lactose and dextrin already determined, any added dextrose may be easily calculated. A reference to the article already cited will make possible the determination of the total added dextrose, corn syrup and lactose present.

The reason for including a consideration of invert sugar and corn syrup is due to the fact that powdered corn syrup is being produced for use in special types of coatings, while corn syrup (liquid) and/or invert syrup or honey have often been employed up to 3 lbs. per hundred for special effects such as the retardation of graying and the production of better snap.

MILK CHOCOLATE

A typical analysis of a milk-chocolate coating to which neither invert nor corn syrup has been added will serve to clarify some of the foregoing explanations.

| | |
|---|--------|
| Moisture | 0.89% |
| Reducing sugars before inversion— | |
| calculated as lactose..... | 4.88% |
| calculated as invert..... | 3.06% |
| Reducing sugars after inversion..... | 56.59% |
| Sucrose | 50.85% |
| Reducing sugars after fermentation of 10% sol. calcu- | |
| lated as lactose..... | 4.79% |
| Water insoluble | 5.60% |
| Fat | 32.10% |
| Reichert-Meissl Number..... | 3.6 |
| Refractive index at 40° C..... | 1.4572 |
| Ash (fat-free basis)..... | 2.12% |

The percentage of bitter liquor, obtained by dividing the water insoluble (5.60%) by 0.326, is 17.18%. This amount will account for 9.28% of fat. A slight error may result from using the water-insoluble percentage of

a milk coating for the calculation of bitter liquor due to the fact that in evaporating the milk some of the casein may have been rendered insoluble. This would tend to increase the water-insoluble residue. However, if care is taken to adjust the time and temperature of the solution so that the milk particles will be dispersed throughout the water, this discrepancy in results may be practically eliminated.

From the Reichert-Meissl number of the fat, the percentage of butter fat may be calculated by using the following formula:

$$\frac{\text{Total fat} \times (\text{R.M. of coating} - 0.5)}{25} = \% \text{ butter fat}$$

0.5 is the R.M. for pure cocoa butter.

25 is the average R.M. for dairy butter.

Substituting numerical values in the equation, we have $32.10 \times (3.6 - 0.5)$

$$= 4\% \text{ of butter fat. This per-}$$

centage of butter fat is equivalent to 14.3% ($= 4.0 \div 0.28$) whole-milk powder, which contains 28% butter fat. Converting the lactose into its equivalent percentage of whole-milk powder, we have $4.88 \div 0.365$ (there is 36.5% lactose in whole-milk powder), which is 13.36%. In view of the fact that milk is a natural product and for that reason subject to wide variations, the difference in percentage of whole milk powder obtained by the use of two different factors is not too great. The lactose determined after fermentation definitely proves the absence of dextrose in this coating, since it so nearly agrees with the original reducing sugars before inversion calculated as lactose. Once having calculated the percentage of added fat, we can set up the reconstructed formula. From the total fat, the fat due to the bitter liquor and that contained in the whole milk powder must be subtracted. Therefore, $32.1 - 13.28 (= 9.28 + 4.0) = 18.82\%$ of added fat. The reconstructed formula resolves itself into the following constituents:

| | |
|------------------------|---------|
| Bitter liquor | 17 lbs. |
| Added fat | 19 lbs. |
| Whole milk powder..... | 14 lbs. |
| Sucrose | 50 lbs. |

Possible Milk Combinations

If skim-milk powder has been employed, the Reichert-Meissl number of the fat will be low and not materially higher than cocoa butter, provided no coconut fat has been employed. The reducing sugar (as lactose) before inversion, if no corn syrup, dextrose or invert sugar has been added, may be calculated directly to non-fat milk solids normal to powdered skim milk. If, however, there has been a mixture of skim milk and whole milk powder, this will become apparent when the lactose value is used for calculating whole milk powder and the percentage of butter fat due to this amount is compared with the butter fat found to be present when the Reichert-Meissl number has been determined.

Contrary to this condition, we sometimes find that a mixture of whole milk powder and powdered cream (72.0% butter fat) has been employed. In this case the Reichert-Meissl number will show a higher butter-fat content than will be accounted for by the conversion of lactose into whole milk powder.

In any case, where a mixture of milk products has been employed in a coating, analytical values must be converted into the most logical combination, taking all facts into consideration. This will require intimate knowledge of all chocolate, milk and sugar products.

Confectionery Industry of France . . .

★ By DR. SAMUEL H. BAER

President, Blanke-Baer Extract & Preserving Co.

THE chocolate and confectionery industry in France has made progress in the quality of their products and the volume of their production of chocolate creams, chocolate candies, and less solid chocolate bars. The factories are old and are not arranged for mass production. I often wonder how they can produce, economically, what they manufacture. The factories do not produce great tonnage. If they had to pay the wage scale which prevails in the United States, they would not be able to avoid bankruptcy.

Their wage scale is about one-third of ours, and their cost of living is not less than ours in St. Louis; but the laborer does not have any of the comforts our employees have. Very few have any telephones in their homes, do not visit the moving pictures, and have no automobiles, nor modern conveniences.

Our employees could not thrive on the character of their food. If you make an analysis of the amount and character of the food they consume compared to the United States, you have the answer why the employees in France have not the ability of producing the same tonnage we can, even with the same equipment. One of my friends, an American confectionery engineer, who lives in Europe, has given me some interesting data, how he increased his production in a European factory 50% by giving his employees a light lunch mornings and afternoons, and even then his production did not equal the production in an American factory.

The manufacture of chocolate candies in Switzerland is showing progress. They are beginning to realize that a person can consume three times as much chocolate fruit candy and chocolate cream candy as solid chocolate, and that the manufacturer can obtain more per pound for these candies than for solid chocolates. One must recognize that the chocolate bars (solid bars) and convertures are especially excellent in Switzerland.

It has taken twenty years to get the Europeans to give us, who come from the United States to travel in Europe, coffee that we can drink. In the hotels I stopped at in Edinburgh, London, Paris, and Switzerland, I was served Maxwell House, Del Monte, Beechnut, and other American coffees.

France, and Paris in particular, has changed materially in the last few years. Paris is still, in my opinion, with the possible exception of Washington, the most beautiful city in the world, though the two cities are scarcely comparable. Paris combines the artistic setting of the past with the present, while Washington is modern in every way. I have before me the impressions of my first visit to Paris in 1897 and many subsequent visits. The depression years have dampened the gaiety and enthusiasm of past years, and the business men, the farmers and the shopkeepers are no longer the carefree individuals we formerly associated with France. The family life—the very backbone of a nation so individualistic as France—is disappearing.

As regards the possibility of war, in my opinion a con-

flagration is imminent—whether it will happen within six weeks or two years, it is hard to say. Although France and England seem to be doing everything in their power to avoid war, yet they are wisely preparing for it as never before. Dictators in the past have been compelled to go to war to divert the suppressed demands of their peoples. Removal of tariff barriers would solve their dilemma; for if they could ship their manufactured goods, the economic pressure from within could be removed. But will the nations of the world gradually remove or reduce their tariffs? The solution to the situation is not alone "To Live and Let Live," but also "To Live and Help Live."

(Dr. Baer's letter on the confectionery industry in Great Britain was published on page 42 in last month's issue. The above comments are abstracted from a letter he wrote on October 14 as he and Mrs. Baer were returning to this country on the R.M.S. *Queen Mary*.—Editor.)

Annual Banquet of Baltimore Confectioners

On Saturday, December 11, will be held the 10th annual banquet under the auspices of the Baltimore Confectionery Salesmen's Association, with the cooperation of the Manufacturing Confectionery Club of Baltimore and the Confectionery Salesmen's Club. The banquet will be held at the Lord Baltimore Hotel, at 6:30 p. m. A show following the banquet will consist of several outstanding acts and spectacular features. This banquet every year is attended by many manufacturers and jobbers throughout the East and by salesmen from as far west as the Mississippi River, with guests from points as far scattered as Main, Florida, and the Middle West. Music will be by Steinwalk's orchestra, cuisine by the Lord Baltimore Hotel, with old-time dishes for which Maryland is famous. The Banquet Committee is headed by Samuel Goldstein, chairman, while W. J. Hoover is chairman of the Publicity Committee.

Exposition Committee Appointed

The committee that will handle the details pertaining to the exposition to be held in conjunction with the annual convention of the National Confectioners' Association, June 6 to 10, 1938, at the Waldorf-Astoria Hotel in New York City, consists of the following: D. P. O'Connor (chairman), of Penick & Ford, Ltd., Inc., New York City; Albert Horowitz, Up-to-Date Candy Co., Brooklyn; Claude Allen, C. S. Allen Corp., Brooklyn; W. H. Kopp, American Machine & Foundry Co., New York; R. Rooney, Food Materials Corp., Chicago; George A. Bausman, National Equipment Co., Springfield, Mass.; Frank J. Schleicher, of F. J. Schleicher Box Co., St. Louis; Ed Rowe, Ross & Rowe, Inc., New York; and James King, Nulomoline Co., New York.

NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

Chocolate Coater and Cooling Tunnel

Only seven minutes time from feeder to packer, during which the chocolate confection is coated, bottomed and cooled, is claimed for the new Wizard coating and cooling unit, which consists of a coater, cooling tunnel, chocolate melting kettle and an electrically controlled tempering kettle with thermostatic regulation. The equipment can also be used for coating doughnuts and cakes.

The cabinet of the coater is made of satin-finish chromium steel. The mixing tank is of monel metal, and is equipped with specially designed paddles to assure the proper mixing of the chocolate and to keep the sides of the tank clean, thereby obtaining rapid heat transfer. An automatic thermostatic control is said to hold the temperature of the chocolate to within one degree variation.

The pump for conveying the chocolate to the coating hopper has no internal bearings, thereby claiming to avoid any chance of seepage of the chocolate that might cause binding, and assuring a steady chocolate flow for covering centers.

A simple adjustment regulates the chocolate flow, and a thermometer records the temperature.

Bottoming rolls, with an adjustable bottoming plate, are placed under the hopper to control the thickness of the bottom coating.

The driving rolls for the wire coating belt are adjustable and easily removed. The hose piece and the drip pan are electrically heated to the proper temperature necessary to keep the belt in a flexible condition.

The positive electric temperature controls on the coater give assurance of continuous operation and the delivery of the coated pieces to the cooling tunnel at as low a temperature as is consistent with good practice, thus relieving the cooling system of removing excess heat, and thereby increasing its efficiency.

The cooling tunnel and return-air duct are insulated with cork $1\frac{1}{2}$ in. thick. This unit includes an automatic methyl-chloride compressor with motor, and is



connected to the low side, through which the air is circulated and cooled. A packing table is attached to the end of the tunnel. A standard glazed conveyor belt is part of the equipment. The grid belt base allows a thorough circulation of air over and under the belt.

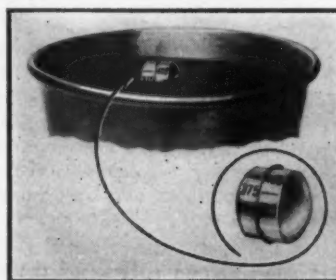
The entire equipment is driven through a variable-speed drive. Gas heating units are installed for auxiliary use. The cooling tunnels are built in sections, 6 ft. long, and the capacity of the machine is limited only by the tunnel length. The cooling system alone is also adaptable to other types of coaters.

Further information is available from the manufacturer, the Ben-Moore Manufacturing Co., 220 Essex St., Brooklyn, N. Y.

Floating Thermometer for Liquids

The Thermosphere, a new, all-metal, non-breakable floating thermometer for measuring the temperature of hot liquids, has many industrial applications in addition to being useful in homes and restaurants for deep fat frying.

This instrument, made by the Raytheon Manufacturing Co., 60 Willow St., Waltham, Mass., is constructed in the form of a small metal ball with a temperature scale engraved on the outside. Inside is a bimetallic mechanism, which, being affected by the heat of the liquid, makes the Thermosphere revolve and causes successive numbers on



the scale to appear above the surface. When the Thermosphere stops revolving, the uppermost number indicates the temperature in degrees Fahrenheit.

The standard Thermosphere is $1\frac{1}{2}$ in. in diameter, and chromium plated. The scale extends from 350° to 400° F. and is tested for accuracy over that range. The manufacturer claims that the size can be varied considerably and the scale extended from 50° to 600° F.

Nut Breaker With Sieves

A machine known as their No. 2 Nut Breaker has been brought out by Thos. Mills & Bro., Inc., 1301 N. Eighth St., Philadelphia, Pa. It is provided with a direct-connected motor with speed reduction built into the motor, making a compact unit, mounted on a welded steel stand with shaking screens to sift out the various sizes of pieces. It can be furnished with three screens delivering into receptacles, with a catch pan to receive the siftings, or with only one or two screens, or without screens.

The rollers can be standard $\frac{1}{8}$ -in.-groove type, or course rollers with $\frac{1}{4}$ -in. grooves, either size being capable of adjustment. The machine can also be furnished pulley driven. It occupies a floor space 30×30 in., is 51 in. high, and weighs 550 lbs.

Riegel Paper Adds to Mill Capacity

The Riegel Paper Corp., 342 Madison Ave., New York, N. Y., already the world's largest producer of glassine and greaseproof papers, has announced the addition of a new 112-in. paper machine at their Milford Mill, which will increase the annual production at all mills to nearly 45,000 tons. The recent growth in the use of their various packaging papers by the candy industry was an important factor in making the increased production facilities necessary.

Over 230 different papers are now made at the Riegel

Mills, including the manufacture of printed, waxed, lacquered, and fancy papers by straight-line production under one roof. The newest of these items of particular interest to the confectionery field is a special Diafane caramel wrap developed by the Kraft-Phenix Corp., and now in use on their bulk caramels. Aside from the factor of economy, the new wrap provides high transparency and can be quickly and cleanly removed without the caramel sticking to the wrap, or parts of the wrap being left on the caramel, regardless of weather conditions. Its adoption by several other companies is definitely scheduled as soon as deliveries can be satisfactorily arranged.

Strip Heaters Speed Up Flow of Molasses

Electric heating units were installed recently in an Edwardsville, Ill., flour and feed mill to speed up the flow of molasses in cold weather. In mixing molasses with feed, this mill pumps molasses from a large storage tank in the basement through a metering machine on the first floor to the feed mixer on the second floor. In cold weather it was found that the molasses became sluggish and would not flow, much less mix properly with the feed.

The problem was solved by applying 14 General Electric "Strip" heaters to the pipes in the basement after which the pipes were covered with insulation. The heating units were divided into two groups with separate thermostatic controls, as in mild weather it was not necessary to have full heating capacity to keep the molasses flowing freely.

Good Outlook for Business With British Confectioners

E. G. Buchanan, manager of the Service Department for the White-Stokes Co., Chicago, has just returned from an extended business trip through Great Britain, where he found business conditions exceptionally good.

Production methods and candy quality have advanced considerably, Mr. Buchanan reports, as compared with the methods and quality which were in vogue in 1923 when he left Scotland to make his home in America. All indications point to continued prosperity for the candy producers of Great Britain, he says, and American firms who are now selling supplies to this class of trade can look forward to an increased volume of business.

Worthington Elects Searle as Director

The Board of Directors of the Worthington Pump & Machinery Corp., Harrison, N. J., have elected to their membership F. Gladden Searle, of Bronxville, N. Y. Well known in the food-industry field, Mr. Searle is also vice-president in charge of sales and advertising of the Continental Can Co. and a director of the Vincennes Packing Corp., of Vincennes, Ind.

S. B. Penick Acquires Murray & Nickell

The entire business of the Murray & Nickell Manufacturing Co., of Chicago, has been purchased by S. B. Penick & Co., 132 Nassau St., New York, N. Y. The Murray & Nickell concern, best known as an old-established wholesale drug house, also manufactures gelatine and other products. The stock of this company will be consolidated with that of the Penick company in Chicago, and Chicago headquarters will be at 1228 W. Kinzie St. The Penick company will continue to operate the South Elgin milling

plant of the purchased concern, and the sales policy of the latter is said not to be affected in any way by the merger.

Greer Company Disposes of Experimental Bakery

The experimental bakery of the J. W. Greer Co., located in Watertown, Mass., has been sold to R. R. Ellingson, who has been serving as assistant manager of the plant. The business was started in 1933 as Greer's Golden Cookies, and the buildings and all equipment were designed and constructed by the J. W. Greer Co., who recently completed their experimental work. The plant will operate as the Golden Cookie Co., under relatively the same management as formerly, only the Greer company will be no longer connected with it.

Monsanto to Receive Chemical Award

Formal presentation of the "1937 Award for Chemical Engineering Achievement" will be made to the Monsanto Chemical Co., of St. Louis, on December 10, it has been announced by the committee of award of Chemical and Metallurgical Engineering, of which Martin H. Ittner, president of the American Institute of Chemical Engineers, is chairman.

R. L. Putnam Enters Race for Mayor of Springfield, Mass.

Roger Lowell Putnam, head of the Package Machinery Co., and of the National Bread Wrapping Co., both of Springfield, Mass., recently decided to enter politics, and right off the bat he won the Democratic nomination for mayor of that city by a 3-to-1 majority.



This ultra-modern plant being constructed for Magnus, Mabee & Reynard, Inc., at 16 Debosses St., New York, has six stories and a specially conditioned basement for the storage of bulk essential oils. This will be the first industrial plant in New York City to be constructed entirely of "glass-brick." The new building, which will be ready about April 15, has approximately 60% more space than the company's present quarters. The architect is Ely Jacques Kahn.



EDITORIAL

A Sweetest Day Forum

A RENEWED interest in Sweetest Day was quite apparent this year. Some of the mistakes in Sweetest Day observances of former years are now well known and carefully side-stepped. Though Cleveland, Detroit, Cincinnati, Buffalo and other cities can count their Sweetest Day very successful, from the standpoint both of retailer interest and public response, yet there are many cities in which the confectionery groups have not attempted to revive interest in Sweetest Day, since the memory is still fresh of lagging enthusiasm of former years.

Cleveland for several years past has made Sweetest Day an outstanding success. This year the newspapers in that city gave considerable promotion to it, and the confectionery groups put on a well-planned promotion campaign, which they also furnished to other Ohio cities for their guidance. Detroit preceded Candy Week and Sweetest Day with a notable luncheon and exhibit, as reported in last month's issue.

Many confectionery groups, throughout the land, are inquiring how these cities do it. They would like to be imbued with some of the same enthusiasm that Cleveland has shown for Sweetest Day. Enthusiasm alone, however, will not make the effort successful. It is the experience of those who have been successful in promoting Sweetest Day that knowledge of what not to do is as important as knowing what to do and having the enthusiasm to do it.

An exchange of experiences on Sweetest Day promotion would be very helpful to those cities who are looking for ideas and methods of putting Sweetest Day across. The National Confectioners' Association convention in June would seem to be a logical place to hold a "Sweetest Day Forum" for the exchange of such information. At this forum it might be possible to have W. M. Hinson, of Cleveland, there to answer questions. Those manufacturers who are interested could get a wealth of information at such a meeting, and could equip themselves to go back to their own cities and put on a bang-up Sweetest Day for 1938.

A Dog's Life

"Leading a dog's life" may soon come to mean the same thing as eating candy between meals. The canine fraternity at last are getting their just desserts (no pun meant). Several manufacturers, as reported in this issue, are now manufacturing delectable candy bones for Towser (also Tabby, for cats are not excluded). Though these confections are intended to be looked upon as healthful between-meal snacks, they will probably appeal most to the

dog owner whose pet insists on burying bones in that newly planted petunia bed.

What Will Happen to the Miniature?

THE story of how a lowering in quality of chocolate-covered cherries killed a large part of the market that had been built up for this confection, is still too fresh in the minds of the confectionery manufacturers to need repetition here. Manufacturers should give serious thought to whether they are going to allow the miniature chocolate to go the same way as the chocolate-covered cherry.

The miniature chocolate was introduced as a quality confection. It immediately was recognized as filling a need, and a large public demand was built up for it. Many manufacturers are making quality miniatures. Recently, however, there has been a heavy influx of inferior confections of this type on the retail market.

As a typical instance of what is happening, two of Chicago's large department stores recently sold miniatures at a "special" price of 23 cents per pound. A pound purchased at a counter in one of these stores revealed a count of 80 pieces. Such a size would barely come within the classification of miniatures. The chocolates were of very low quality, and the pieces were not at all appetizing.

Can this sort of thing continue without hurting the sales of miniature chocolates? It will be interesting to know what alibi the manufacturer of low-quality miniatures will have when the public rejects this merchandise, realizing that these are nothing more than ordinary chocolates of a low quality being sold under the name of "miniatures." The manufacture of the cheap goods not only will have killed his own market, but unfortunately the unfavorable reaction will hurt the quality-goods manufacturer as well.

The consuming public has accepted "miniatures" as being quality small-sized chocolates. What will be their reaction to "miniatures" after buying some of this low-quality merchandise?

Many retail outlets have built up a good business in miniature chocolates. Are they killing a good thing by featuring low-quality goods alongside boxed miniatures selling for higher prices? How can they justify the large difference in price of "miniatures" being sold at the same counter, except by admitting that it is in the quality of the goods? Does the word "miniature" no longer mean anything? Can it be applied to any chocolates of smaller than average size? The manufacturers and retailers hold the key to these questions.

"Step Up"

**BULK JELLY
QUALITY**

KEEP YOUR COSTS DOWN

use

Exchange

CITRUS PECTIN

for

CONFECTIONERS

New Faster - Made Pieces Are
More Tender and Stay Fresher.
Send for Samples and Details.

The way to improve the quality
of your bulk jelly goods and
yet keep the cost down is simply
this: Use the best jellifying
ingredient, Exchange Citrus
Pectin for Confectioners.

It makes clear, sparkling, tender,
fresh - keeping pieces

—pieces with any desired degree
of tartness, hence with more
refreshing flavor.

It lets you get a day's run of
goods out in a day because it
sets quickly. No drying room is
needed. Ideal for bulk packing.

To prove these advantages to
yourself at no expense, mail the
coupon for free samples and
complete cost and production
information.

CALIFORNIA FRUIT GROWERS EXCHANGE
Products Department, Sec. 211
Ontario, California

We accept your offer to send us a generous
sample of Exchange Citrus Pectin and
formulas, together with complete instruction
manual.

Company

City

Street

Mark for attention of.....

Copr., 1937, Products Dept., California Fruit Growers Exchange



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

THIS MONTH

Cordial Cherries – Panned Goods – 1c Pieces

Code 11A 37

Molasses Sticks—No weight—1c
(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Piece: Good. Printed brown wax-paper wrapper.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is a good 1c piece of molasses candy.

Code 11B 37

Caramels—3 for 1c

(Purchased in a grocery store, San Francisco, Calif.)

Color: Red.

Texture: Tough.

Taste: A very cheap flavor; could not tell what flavor it was.

Remarks: Caramels were more like a piece of toffy. Candy is not up to the standard of 1c caramels.

Code 11C 37

Panned Peanuts—2 oz.—5c

(Purchased at a candy stand, San Francisco, Calif.)

Appearance of Package: Good. Sugared panned peanuts, packed onto a printed tray with cellulose wrapper.

Size: Good.

Color: Good.

Panning: Good.

Coating: Good.

Taste: Good.

Finish: Good.

Remarks: This is a good 5c package of sugar panned peanuts. Panning and finish were well done.

Code 11D 37

Vanilla and Chocolate Nougat Caramels—3 for 1c

(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Piece: Good. Cellulose wrappers.

Colors: Good.

Texture: Good.

Taste: Good.

Remarks: This is the best caramel piece at this price that the Clinic has examined this year.

Code 11E 37

Cordial Cherries—8 oz.—50c

(Purchased in a candy store in San Francisco, Calif.)

Appearance of Package: Good.

Box: One-layer buff printed in green, tied with orange grass ribbon.

Appearance of Package on Opening: Bad (see remarks).

Contents: 17 pieces.

Coating: Dark.

Color: Good.

Gloss: None.

Strings: Good.

Taste: Good.

Center—Cordial: Good. **Cherry:** Good. **Flavor:** None (see remarks).

Remarks: Eight cherries were broken, cordial ran all over the box and pieces. Center lacked flavor, cherry was good eating but did not have any

flavor. Suggest that a good cherry flavor be used in the cordial. Cherry also could be soaked in a good cherry syrup to give it a flavor. Cherries are high priced at 50c for half a pound.

Code 11F 37

Chocolate Covered Cherries—1 lb.—25c

(Purchased in a chain department store, Chicago, Ill.)

Appearance of Package: Good for this priced candy.

Box: Two-layer extension type, cellulose wrapper.

Appearance of Box on Opening: Good.

Coating: Dark.

Color: Good.

Gloss: Fair.

Strings: Fair.

Center—Cherry: Good. **Cream:** Lacked flavor.

Remarks: This is the best 1-lb. box of cherries at the price of 25c the lb. that the Clinic has examined this year.

Code 11G 37

Hallow'e'n Pop—No weight—1c

(Purchased in a department store, Chicago, Ill.)

Appearance of Pop: Good. Cellulose wrapper.

Size: Good.

Red Pop: Face made with pieces of black hard candy.

Color: Good.

Moulding: Good.

Flavor: Good.

Remarks: This is a good size pop and well made for a 1c seller.

Code 11H 37**Chocolate Cake—No weight—1c**

(Purchased in a department store, Chicago, Ill.)

Appearance of Piece: Fair.

Size: Small.

Color: Good.

Texture: Good.

Moulding: Good.

Taste: Fair.

Remarks: Chocolate is not up to the standard of many other 1c chocolate bars on the market. Most all other 1c bars are wrapped.

Code 11I 37**Milk Chocolate Peanut Bar—**

19/32 oz.—1c

(Purchased in a department store, Chicago, Ill.)

Appearance of Bar: Good. Inside paper wrapper, outside printed wrapper.

Size: Good.

Color: Good.

Texture: Good.

Moulding: Good.

Taste: Good.

Remarks: A good eating 1c chocolate bar neatly put up.

Code 11J 37**Milk Chocolate Bar— $\frac{3}{8}$ oz.—1c**

(Purchased in a chain department store, Chicago, Ill.)

Appearance of Bar: Good. Inside foil wrapper, brown outside wrapper printed in silver.

Size: Good.

Color: Good.

Texture: Good.

Moulding: Good.

Taste: Good.

Remarks: This, in the Clinic's opinion, is the best 1c milk chocolate bar on the market.

Code 11K 37**Buttermilk Chocolate Bar—No weight—1c**

(Purchased in a chain department store, Chicago, Ill.)

Appearance of Bar: Good. Inside foil wrapper, brown outside wrapper printed in gold.

Size: Good.

Color: Good.

Texture: Good.

Moulding: Good.

Taste: Fair.

Remarks: Bar had an odd after-taste.

Code 11L 37**Panned Coconut Squares—**

6 oz.—10c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Fair. Plain cellulose bag used.

Colors: Good.

Panning: Good.

Texture: Good.

Flavors: Fair.

Remarks: Suggest a printed cellulose bag be used to improve the appearance of the package. Candy lacked flavor. Flavors are most important in any type of candy.

Code 11M 37**Peanut Block—1c**

(Purchased at a stand, New York City.)

Appearance of Piece: Good. Inside wrapper of wax paper, outside yellow, band printed in blue and white.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best 1c peanut toffy bar that the Clinic has examined this year. Well made and neatly wrapped.

Code 11N 37**Peanut Chew—1c**

(Purchased at a stand, New York City.)

Appearance of Piece: Good. Inside foil wrapper, white outside wrapper printed in red.

Size: Good.

Coating: Light, good for a 1c seller.

Center—Texture: Good. **Taste:** Good.

Remarks: A good eating 1c seller, neatly wrapped.

Code 11O 37**Hallowe'en Novelties—No weight—1c**

(Purchased in a retail store, Chicago, Ill.)

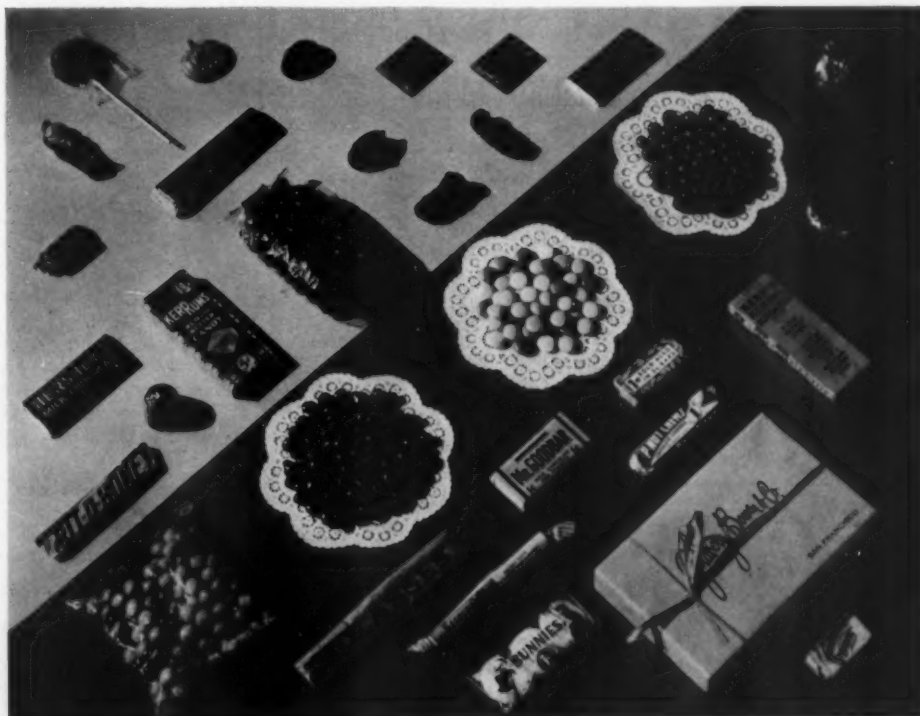
Appearance of Pieces: Good. Pumpkins and little men.

Size: Good.

Colors: Good.

Texture: Good.

Moulding: Good.



Flavor: None could be tasted.

Remarks: Pieces are well made and good looking. Suggest a good flavor be used as no candy of any kind tastes good unless it has a good flavor.

Code 11P 37

Chocolate Mints—No weight—1c

(Purchased in a chain department store, Chicago, Ill.)

Appearance of Mint: Good. Printed foil wrapper.

Size: Good.

Coating: Good.

Center: Good.

Remarks: One of the best 1c mints on the market.

Code 11Q 37

Cordial Cherries—1 lb.—25c

(Purchased in a 5c and 10c store, Buffalo, N. Y.)

Appearance of Package: Good. Two-layer box, printed in red and blue, sprays of cherries and leaves, cellulose wrapper.

Appearance of Box on Opening: Good. 24 pieces.

Coating: Dark.

Color: Good.

Gloss: Good.

Taste: Good for this priced candy.

Center—Cordial: Good. **Cherry:** Good. **Flavor:** Fair.

Remarks: This is a good box of cherries at this price. Suggest a cherry flavor be used in the cream as center lacked flavor.

Code 11R 37

Cordial Cherries—1c

(Purchased at a fruit stand, New York City.)

Appearance of Piece: Good. Red foil wrapper.

Size: Good.

Coating: Good for a 1c piece.

Center—Cherry: Good. **Cordial:** Good. **Taste:** Good.

Remarks: This is the best 1c cherry that the Clinic has examined this year.

Code 11S 37

Cordial Cherry—2c

(Purchased at a fruit stand, New York City.)

Appearance of Cherry: Good. Printed foil wrapper.

Coating: Light; good for a 1c seller.

Center—Cherry: Good. **Cordial:** Good. **Taste:** Good.

Remarks: A well-made cherry and of good quality.

Code 11T 37

Krunch—1¼ oz.—5c

(Purchased in a depot, Boston, Mass.)

Appearance of Bar: Good. Folding box, cut-out front, yellow printed in blue

***D**UE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.*

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.
—Editor.

and white, cellulose wrapper, inside wrapper of blue wax paper.

Size: Good.

Color: Good.

Texture: Good.

Taste: Had a strong taste, as if old nuts were used.

Remarks: Candy is well made and good eating, but had an off-taste. The nut pieces or dust were either old or the heat of the candy gave them a slightly rancid taste.

Code 11U 37

Chocolate Creams—1c

(Purchased at a stand, New York City.)

Appearance of Piece: Bad (see remarks).

Size: Fair.

Coating (Dark)—Color: Good. **Gloss:** None. **Strings:** Fair. **Taste:** Good.

Center (Maple Walnut Cream)—Color: Good. **Texture:** Good. **Taste:** Good.

Remarks: Suggest piece be wrapped in foil or glassine as it was badly scratched and broken. A wrapper would also make the piece look larger.

Code 11V 37

Chews—1c

(Purchased at a stand, New York City.)

Appearance of Piece: Bad. Chocolate cream dipped in chocolate coating and rolled in sprinkles.

Size: Fair.

Coating: Fair.

Center—Color: Good. **Texture:** Good. **Taste:** Good.

Remarks: Suggest piece be wrapped in foil or glassine to keep it in good condition; also would make the piece look larger.

Code 11W 37

Chocolate Panned Peanuts—1 lb.—20c

(Purchased in a 5c and 10c store, New York City.)

Appearance of Piece: Good.

Coating (Light)—Color: Good. **Gloss:** Good.

Panning: Good.

Taste: Good.

Remarks: A well-made panned peanut to be sold in bulk. Good eating. Peanuts were well roasted and had a good fresh taste.

Code 11X 37

Rum and Butter Candy—1½ oz.—5c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Bar: Good. Folding box printed in blue, yellow, white and red, cellulose wrapper. Each piece wrapped in printed wax paper.

Size: Good.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: One of the best rum and butter taffies that the Clinic has examined this year. Piece is well made and good eating. We find many rum taffies that have a strong imitation rum and butter flavor; many good taffies are ruined by the poor flavor used.

Code 11Y 37

Milk Chocolate Pecan Bar—1¼ oz.—5c

(Purchased in a railroad depot, Boston, Mass.)

Appearance of Bar: Good. Brown wrapper printed in gold, inside foil wrapper.

Size: A trifle small appearing.

Color: Good.

Texture: Good.

Moulding: Good.

Taste: Good.

Remarks: Chocolate is well made and has a good milk taste: While the bar weighs 1¼ ozs., it is small looking.

Code 11Z 37

Nut Chews—2 for 1c

(Purchased in a retail candy store, Boston, Mass.)

Size: Good. Printed red wrapper.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A well-made chew, good eating for a 1c seller.

Code 11AA 37

Panned Chocolate Paste—1 lb.—79c
(Purchased in a dept. store, New York City.)

Colors: Good.

Panning: Good.

Gloss Finish: Good.

Center (Chocolate Paste)—Texture: Good.

Taste: Good.

Remarks: A very fine piece of pan goods, to be sold in bulk. Well made and good eating. We find very little good pan goods on the market today. The market for this type of candy has disappeared. Jelly beans and cheap chocolate-coated peanuts, raisins, etc., are found in all the chain stores selling from 15c to 25c the pound. The clinic visited four good retail candy stores and could not buy a good Jordan almond in any of them.

Code 11BB 37

Chocolate Panned Raisins—1 lb.—20c

(Purchased in a 5 & 10c store, New York City.)

Appearance of Piece: Good.

Coating (Light)—Color: Good. **Gloss:** Good.

Panning: Good.

Taste: Good.

Remarks: A good-eating chocolate panned raisin, to be sold in bulk.

Code 11CC 37

Marshmallows—3 pieces—1c

(Purchased at a news stand, Boston, Mass.)

Appearance of Package: Good. Printed cellulose wrapper.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: A neat and attractive wrapper; good-eating marshmallows; should be a good 1c seller.

Code 11DD 37

Chocolate and Vanilla Chews—2 for 1c

(Purchased at a news stand, Boston, Mass.)

Size: Good. Printed wax wrapper.

Colors: Good.

Texture: A trifle hard.

Taste: Good.

Remarks: Suggest that chew be cooked a trifle lower, as it was very hard.

Code 11EE 37

Honey Chew Bar—13 grams—1c

(Purchased in a grocery store, Boston, Mass.)

Size: Good. Printed wax wrapper.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This piece is well made and good eating for a 1c seller.

Code 11FF 37

Sugar Wafers—2/3 oz.—1c

(Purchased in a retail candy store, Boston, Mass.)

Size: Good. Printed glassine wrapper.

Colors: Good.

Texture: Good.

Flavors: Good.

Remarks: This is the best 1c package of sugar mints that the Clinic has examined this year.

Code 11GG 37

Chocolate Panned Goods—8 oz.—10c

(Purchased in a 5c and 10c store, Chicago, Ill.)

Appearance of Package: Fair. Cellulose bag, red seal on top.

Coating: Fair.

Panning: Good.

Finish: Good.

Centers (Creams, Raisins, Coconut Paste and Gums): Fair.

Remarks: Centers were only fair, lacked flavors and were too hard. Suggest that bag be printed to improve the appearance of package. Candy is not up to the standard of this priced chocolate panned goods.

The Greer Automatic Feeder

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Coaters or Enrobers

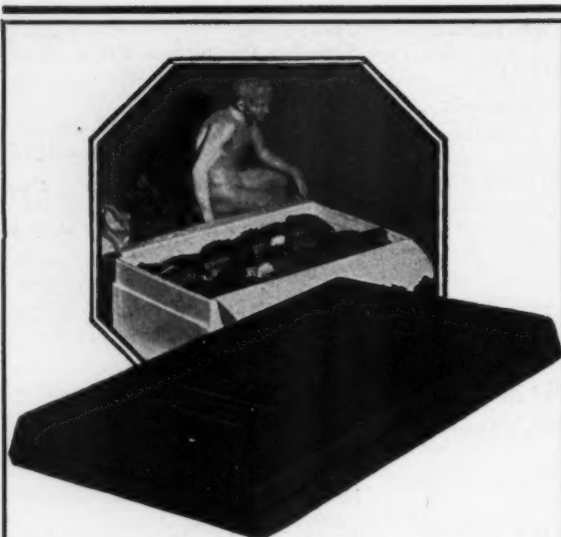
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The Making of a Fine Package Line

*A Package of Chocolates is known by the
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THE quality of the chocolate will make or break the success of any package line, regardless of the quality of centers or the embellishments of the container. There is a pronounced trend among substantial confectioners toward a recognition of the public taste for real fine quality chocolate. The candy business is always good on products in which quality is the first consideration. *Merckens Chocolate Coatings* are the foundation for many of America's finest package chocolates,

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SALT LAKE CITY.....W. H. Bintz Co.



Use Merckens Chocolate Coatings on your Package Line.



PACKAGING SUPPLIES—Confectioner's Catalog No. 43, 24 pages, listing re-use containers, glass vanity boxes, chests, set-up boxes, fancy boxes, folding boxes, tin boxes, brass boxes, copper bowls and trays, glassine and Cellophane bags, bond and sulphite bags, paper and Cellophane excelsior, waxed paper and dipping sheets, aluminum foil, ribbon and cellulose tape, transparent wrappers, bon-bon cups, colored seals, padding, display pans and fixtures, candy bars, and a general line of production equipment. Issued by J. W. Allen & Co., 110 N. Peoria St., Chicago, Ill.

PACKAGING MACHINERY—4-page folder, discussing the profit possibilities in modern packaging machinery. Issued by Package Machinery Co., Springfield, Mass.

DISPLAY CASES—Bulletin "B," 24 pages, illustrating and describing various types of display cases and other mill equipment, including descriptions of features of design and construction. Also their price list. Issued by The Columbus Show Case Co., 826 W. Fifth Ave., Columbus, O.

PUNCH BOARDS—Catalog D, 60 pages, complete with prices, with many boards illustrated in colors. Issued by Gardner & Co., 2309 Archer Ave., Chicago, Ill.

PREMIUMS (MARBLES)—Leaflet illustrating marble packages in colors. Designed exclusively for premiums. Issued by the Master Marble Co., Clarksburg, W. Va.

COLLOIDAL EQUIPMENT—4-page bulletin, describing mills for homogenizing, cutting fibrous materials and grinding hard particles. Laboratory and industrial sizes; discharges material cool. Issued by Eppenbach, Inc., 45-10 Vernon Blvd., Long Island City, N. Y.

Kelly Addresses Chain Drug Store Association

A plea for cooperation between the retail drug chains and the candy manufacturers and jobbers was sounded by A. M. Kelly in an address delivered before the Associated Chain Drug Stores at a meeting in the Biltmore Hotel, New York City, on October 11. Mr. Kelly also outlined the history of the National Confectioners' Association, of which he is executive vice-president, and dwelt on the efficient work the association is doing in connection with the gathering of statistics, establishing standards of quality and purity, setting up a credit service, and its effective work in legislative matters.

Census Data on Confectionery, Cocoa Products, Flavors and Chewing Gum

The U. S. Department of Commerce has issued a pamphlet giving a summary of data from the 1935 Census of Manufactures that have already appeared in preliminary reports on the following industries: (1) confectionery; (2) chocolate and cocoa products; (3) flavoring extracts and flavoring syrups; and (4) chewing gum. Data for most of these groups include number of establishments, number of salaried personnel and wage earners, salaries paid, wages paid, cost of materials, value of products, summary by states, number of wage earners by months, and products by kind, quantity and value.



Sweet Cream BUTTER

CHURNED FROM FRESH PASTEURIZED CREAM



A PART from the cost, the use of butter itself is often unsatisfactory because of its tendency to turn rancid and its weak flavoring effect which necessitates fairly large additions of this unstable material. Our

IMITATION BUTTER AROMAS

not only reproduce the real butter flavor and add creamy richness to your candy, but are

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Outlook for Large Peanut Crop

The outlook is for another big crop of peanuts—in 1938—according to the Bureau of Agricultural Economics, U. S. Department of Agriculture.

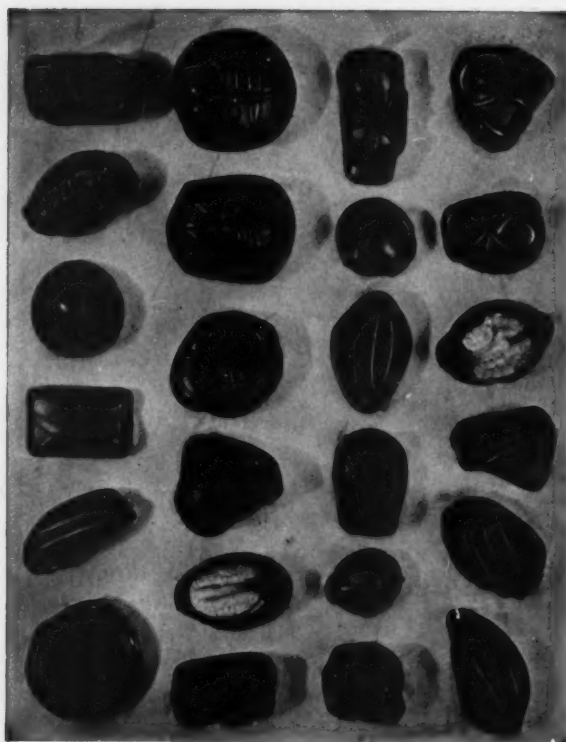
Farmers are receiving relatively favorable prices and returns per acre for the large 1937 crop, but this, the Bureau explains in its annual outlook report, is largely because of the diversion program of the Agricultural Adjustment Administration. These favorable returns are likely to result in some increase in acreage in 1938, it was stated, and "unless yields are substantially below average, production will again be large in 1938."

The Bureau pointed out that the marketing situation in 1938-39 will depend largely on the demand for peanuts for oil production, and reported that "the crushing outlet

in the present season is unfavorable because of low prices for competing oils and fats."

Radio Program Will Feature Candy as Food

"How Candies of Today Differ From Candies of 25 Years Ago" is to be the topic of a broadcast from radio station WGN, of Chicago, from 9 to 9:30 a.m. on Saturday, November 20. This is one of a series of Saturday morning broadcasts on the subject of "What's New in Foods," being prepared under the direction of Martha Crane of the WGN staff. The November 20 program will be given in the form of an interview with T. J. Payne, president of the National Confectioners' Association.



★Chocolate coatings are probably the most important single purchase confectioners make. It is for this reason extreme care should be exercised in their selection. And it is for this reason so many choose Hooton's Chocolate Coatings. For these coatings give you all of the qualities that make for increased sales and "repeat" business . . . flavor, color, smoothness, and uniformity. May we suggest that you tell us to send samples and complete particulars?

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CHOCOLATE CO.
 NEWARK, NEW JERSEY

Winning the Manufacturer's Support for the Jobber

By CHARLES LIND

Executive Secretary, Cincinnati Candy Recovery Association

THE Road to a profitable candy industry is not so difficult as some would have one believe. The candy industry is fortunate in having in its possession statistics dealing with consumption, distribution and production, but the industry either fails to make use of them or don't know how to use them.

Perhaps it better be said that lack of organization prevents the using of the material which spells the difference between red and black at the end of each fiscal year.

There are jobbers in every trading area who know and follow the rules of fair play. They are the ones who think, eat, drink and sleep candy, who promote candy sales, and discount their bills to the Manufacturers. They maintain a semblance of order in their respective markets and make sales profitable for all by reason of their knowledge of their problems. They see to it that the manufacturer is paid for the goods purchased by them at prices which the manufacturer has figured as being profitable for himself and allowing a profit for the jobber and retailer and a living for those engaged in the industry. They initiate a living price, and in the face of the chiseler go on about their business of selling and merchandising at a fair price.

It is these jobbers, together with the manufacturers, who hold the key to the industry's distribution problems.

Experiences over a period of years have taught the leaders in the field of confectionery distribution that while they could organize a national jobbing association, as some have proposed be done, it could never by itself become a strong association without the manufacturers being a part thereof, and it is also my belief that the manufacturers' association could to their advantage bring in the distributors as a part thereof.

The one group has the key and the other the lock, and until we come to some understanding about each other's problems the door to a strong association for either will be locked.

Why delay now? Both sides have spoken. Why not the leaders among the manufacturers and the leaders among the jobbers get together and draft plans for organizing a Distribution Division in the N.C.A. in a definite way?

Candy jobbers will be wise to organize or re-organize their trading area, and create a state association to bring about the enforcement of the fair trade laws in their respective states where such a law exists. You Jobbers who are merchandisers and salesmen can now do a good job for any fair-trade manufacturer—one that the manufacturer will not overlook—in the way of special weeks or months, as a courtesy drive for those manufacturers who adjust themselves within the meaning of these new laws.

When a trading area shows one manufacturer after another a 50% or 60% or 75% or 87% or 100% or over 1000% increase in sales in one month over the same month the previous year, through these Courtesy Drives (this has been done in the Cincinnati area), why should not the manufacturer be interested in the candy jobber who does this kind of job for him?

Suppose each trading area does its part and shows even a 25% increase in their drives, how long do you think it would take manufacturers to support the candy jobbers in the establishing of a Distribution Division and making possible a new era in candy history?

CONFECTIONERS' BRIEFS

The CHARLAND CANDY MANUFACTURING Co., Chicago, has moved to larger quarters at 23 N. Desplaines St. They were formerly located at 656 W. Washington Blvd.

The PHYLEEN CANDY Co., Huntington, Ind., is completing an addition to its factory and adding new equipment that will double the capacity.

CHARLES R. HALL, vice-president and secretary of the SHOTWELL MANUFACTURING Co., Chicago, died October 16. His widow and a son survive him.

C. J. KOONEY, 2506 Park Ave., Detroit, Mich., is starting to make fruit tablets.

THE GREAT ATLANTIC & PACIFIC TEA Co., 5470 Hecla Ave., Detroit, Mich., is now making candies.

The AKRON CANDY Co., Akron, O., has been taken over by the Amster Kirtz Co., a large tobacco jobber. Ernest Kirtz is operating the plant. C. Frederick Barr, formerly sales manager of the company, is now president of the Bader Candy Co., of Akron.

The HEBER HARTER CANDY Co., 1874 East 59th St., Cleveland, O., is a new manufacturing and retailing company formed by MR. HARTER, who has long been identified with the McNally Doyle Co. His first store, located at 1952 East 6th St., was opened on "Sweetest Day," October 16. Mr. Harter is vice-president and chairman of the executive board of the National Association of Retail Confectioners.

LIFE SAVERS, INC., Port Chester, N. Y., and subsidiaries report a net profit of \$883,847 for the first nine months of 1937, which is equal to \$2.52 on each of 350,140 shares of \$5 par common stock. Last year they earned \$1.99 per share.

The PLANTERS NUT & CHOCOLATE Co., Suffolk, Va., have announced a wage increase for all employees receiving less than 50 cents an hour. The order affects around 1,000 workers.

The BRIGGS CANDY Co., Platteville, Wis., has moved from its former location in the Thomas Building to the Roseliep Building on Oak Street.

At a special meeting of the Board of Directors of the CONFECTIONERY & TOBACCO JOBBERS ASSOCIATION, INC., of New York City, held at the Hotel Pennsylvania on November 1, formal union contracts were signed by members in the industry and the CONFECTIONERY & TOBACCO JOBBERS EMPLOYEES UNION, Local 1175, A.F.L., who represent the chauffeurs and stock clerks as well as the salesmen and sub-jobbers. Clauses prohibit the giving of any allowance or rebate from invoice prices. The contracts expire on September 15, 1940.

JOHN DEVINE, formerly active in the Candy Institute of Philadelphia, recently passed away in that city.

CHESTER ASHER, well-known retail manufacturer of Philadelphia, underwent a serious operation on November 5. His many friends in the industry will be glad to know that he is recovering.

HERSHEY CHOCOLATE CORP. and subsidiaries report for the quarter ending September 30 a net income of \$1,193,592, equal after dividends paid on \$4 convertible preference stock to \$1.37 each on 685,749 no-par common shares.

BLANKE BAER DIPPING FRUITS

Pineapple Cubes

Strawberries

Peach Cubes

Raisins

Rum Raisins

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To enable you to take advantage of the increased demand for and increased profits from High-grade Packaged Chocolates. Suggested formula for dipping on request.



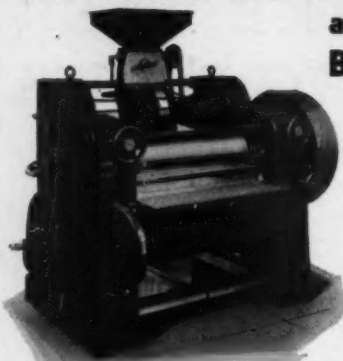
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**One cocoa liquor mill that does
the work of two or three . . .
and does it
BETTER**



The
913-M

AGAIN Lehmann scores! This time it is with a new COCOA LIQUOR MILL combining the features of a roller mill and a disc mill.

In a single operation this new unit converts cocoa nibs into the finest ground cocoa liquor. It is capable of much greater fineness than the old millstone type of mill and produces as much as do two or three large triple mills of that type. It represents a saving in floor space, power and attendant labor.

This method of grinding cocoa nibs is rapidly finding favor with the cocoa and chocolate industry.

Additional details will be given gladly upon request.

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Factory: Lyndhurst, N. J.



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Science Gives to You:

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GENUINE Whole Bean COFFEE

CONCENTRATED
TRUE-FLAVOR CARAMEL

CONCENTRATED
COLLOIDAL Whole Bean VANILLA

These flavors are the newest creations of the laboratories that gave you some of your finest flavors, including CONDENSED MAPLE and LIQUID LICORICE. Write for samples today.

LUND LABORATORIES
20 East 12th St. New York City

BOURNVILLE PLANT OF CADBURY

(Continued from page 18)

of which are owned outright and others are rented. About half of the householders on the estate work at Bournville.

The many details regarding the organization and growth of Cadbury's, the Bournville plant, their wide-flung factories and distributing points, and employee relations, can be found in numerous pamphlets issued by the company.

The photographs for illustrating this article were furnished by Cadbury Brothers, Limited.

Heating and Ventilating Show To Be Held in January

Practically all the available exhibit space for the Fifth International Heating & Ventilating Exposition has already been taken by exhibitors. Some 273 companies will be represented by displays. The Heating & Ventilating Exposition, otherwise known as the Air-Conditioning Exposition, will occupy three entire floors at Grand Central Palace in New York City. It will be held during the week of January 24 to 28, 1938. The American Society of Heating and Ventilating Engineers will conduct their Forty-fourth Annual Meeting in New York during the same week.

Furnaces, boilers, burners, and heating surfaces will constitute an important section of the Exposition. Related to displays in this field will be those pertaining to radiation, and hot water heating. For heating and air-conditioning large buildings, heavy-duty automatic oil burners will be featured in terms of new devices to maintain uniform temperatures at varying loads and climatic conditions. One exhibitor of oil burners will demonstrate wall-flame rotary and pressure burners.

Unit heaters and coolers, radiation surfaces, louvers, and grilles will constitute an important section of the exposition. Advance indications are that unit heaters and coolers will feature sturdy construction and attractiveness in design. One line of heaters is constructed so that inlets and outlets are located on the back and unsightly pipe traps and connections are hidden. A new V-type unit heater, operating with a single fan, provides two streams of heated air. This unit will be demonstrated in terms of its use in large spaces.

Air-conditioning grilles will be found noteworthy for improvements in concealment of duct, minimum amount of noise, dual control of air flow, and large free-air capacity. In some grilles the feature of round edges for bars will be shown to reduce noise and air resistance. The

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CUSTOM HOUSE GUIDE

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(Write for free copy of Steamship Flags and Funnels, in Colors)

operation of directional registers will be revealed by means of actual air currents.

Exhibits in other sections of the exposition will include fans, blowers, boosters, and exhausters for the most varied applications, likewise the refrigeration and pumping machinery used in air-conditioning.



No, this is not a scene from a movie of "the good old days before the war, huh." These frock-coated, slouch-hatted executives of the Curtiss Candy Co., Chicago, got themselves that way just to help Otto Schnering, president, celebrate his birthday in a manner befitting his rank of Kentucky Colonel. And—tschki tschki—not a single mint julep in sight! But Mr. Schnering assures us that Dextrose puts enough "life" in his Butterfinger and Baby Ruth bars to satisfy even a Kentucky Colonel. Mr. Schnering is the second Colonel from the left in the first row.

Add These to Your Library on Candy Information

REPRINTS are available of the articles appearing in *The Manufacturing Confectioner*. Many of these are obtainable in booklet form.

They compose a large portion of the current literature of the industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries.

Copies of the following are now available:

"ADVENTURES IN COCONUT CANDIES," including many formulas and suggestions for new pieces, by George A. Eddington, Superintendent, Hillman's Candy Factory, Chicago, Ill.—5 cents each.

"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT GOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—20 cents each.

"THE CANDY TEST FOR SUGARS," by J. A. Ambler, Bureau of Chemistry, U. S. Department of Agriculture.—10 cents each.

"STEAM JET REFRIGERATION AS APPLIED TO THE CANDY INDUSTRY," by John R. Moore.—5 cents each.

Also now available—"THE PROBLEM OF CHOCOLATE FAT-BLOOM," a book by Robert Whympster, an international authority on chocolate manufacture.—\$2.50 per copy.

"QUALITY CARAMELS ON A VOLUME PRODUCTION BASIS," by Talbot Clendening.—10 cents each.

Send for your copies now!

The Manufacturing Confectioner
400 W. Madison Street Chicago, Ill.

BURMAK

CRACK-LESS

GLAZED COOLING TUNNEL BELTS

FOR—

- (1) LONGER LIFE
- (2) MORE FLEXIBILITY
- (3) BETTER BOTTOMS
- (4) MORE PRODUCTION



BURRELL BELTING COMPANY

401 S. HERMITAGE AVE., CHICAGO

THE STANDARD

SPEAS CONFECTO-JEL

A Complete Pectin
Product for Making
Jellied Candies

READY
to Use
NOTHING
to Add

SPEAS MFG. CO. KANSAS CITY, MO.



NEW GLAZED ENROBER BELTING

Try the
VOSS
CARAMEL
CUTTING
BOARDS

of special laminated material that will not chip, crack or fray. Long life—double wear.

The glazed enrober cooling tunnel belt the Candy Industry is now installing on all of their equipment, as it is CRACKLESS, contains NO RUBBER, will operate over sharp knife edge or nose bar without cracking. Extra long life—perfect bottoms—guaranteed, as it is double texture cushioned constructed. Proven by tests conducted past 9 months.

Send us today your specifications for a trial belt. Be convinced.

BATCH ROLLER BELTS

Heavy tubular woven fabric—will not stretch or shrink—no seams—folded and reinforced edges sewed with tape—perfect running—double edge, double life.

ENDLESS ENROBER CANVAS FEED AND DELIVERY BELTS

Sewed on the bias—pliable laps—special woven fabric—perfect construction.

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FOR DETERMINING COCOA BUTTER

Manufactured by:

SCHWARZ
LABORATORIES, Inc.

ANALYSTS

CONSULTANTS

202 East 44th St.

New York, N. Y.

Western Confectionery Salesmen To Meet in St. Louis

A record attendance is expected for the 23rd annual convention of the Western Confectionery Salesmen's Association, which will be held at Hotel Jefferson in St. Louis Thursday, Friday and Saturday, December 9 to 11.

Many subjects of vital interest to all persons in the industry are to be brought before those attending the business sessions. In order to assure better attendance, the business meetings have been shifted to the afternoon of each day, with the exception of Saturday morning, at which time the annual election of officers will be held.

The opening luncheon to manufacturers on Thursday noon is one of the traditional features of these conventions, and addresses will be made by men prominent in the industry. Thursday night will be "club night" for both men and women. At the "Stag" on Friday night, the Crystal Room of the Jefferson will be transformed into a typical St. Louis beer garden and music will be provided by a German band of radio fame. Special entertainment will be arranged for the ladies on this night.

The convention will close with a dinner-dance on Saturday night, in the Jefferson's beautiful Gold Room, with music by one of St. Louis' finest orchestras. Favors and souvenirs will be given to the ladies, and other entertainment features are being provided by the St. Louis Candy Sales Association.

The officers of the Association are: Arthur Griffiths, St. Louis, President; Francis A. Heroux, River Forest, Ill., 1st Vice President; William R. Banks, Chicago, 2nd Vice President; and George E. Burleson, Chicago, Secretary-Treasurer.

Puerto Rico as a Candy Customer

Puerto Rico, which buys more confectionery from manufacturers in the continental United States than any foreign country, except the United Kingdom, increased its purchases still further in the last fiscal year, according to the Puerto Rican Trade Council.

"Sales to the Island during the twelve months totaled \$449,000 and were more than twice as great as they



Of striking design and color is the new fall window display prepared for Park & Tilford by The Manders Co., Inc., 62 West 45th St., New York City. This display is lithographed in full color and so designed that either side card might be used as an individual counter display.

were five years ago," the Council reports. "The larger shipments reflect higher wage levels on the Island and greater buying power.

"In quantity, shipments to Puerto Rico in the fiscal year amounted to 3,137,000 lbs., and were more than 40% as large as exports from the States to all foreign countries combined. Chocolate candy accounted for about 40% of the total purchases.

"A considerable quantity of candy is manufactured on the Island, but relatively little of the fancier varieties. Only a small quantity of candy is imported from foreign countries, inasmuch as Puerto Rico is a part of the United States and within the tariff structure."

Business conditions in Puerto Rico at the present time are favorable, according to report, and candy manufacturers in the States can look for a continued good demand during the next few months.

September Candy Sales Mount

Manufacturers' sales of confectionery and competitive chocolate products attained higher levels in September this year than for any month since 1929, according to estimates made by the Bureau of Foreign and Domestic Commerce from reports from 286 manufacturers reporting. These reports are prepared monthly by the Foodstuffs Division, under the sponsorship of the National Confectioners' Association.

These manufacturers reported sales of \$28,237,124 in September, 1937, which is an increase of 7.4% over the sales of this same group in September of last year. Sales during this September brought the year's total for this group to \$174,350,424, an increase of 10% over sales during the same period of 1936.

Confectionery manufacturer-wholesalers showed the

A survey of

the sources, methods of handling and manufacture, of the principal commercial foods

Just published

Food Technology

by S. C. PRESCOTT and B. E. PROCTOR

Massachusetts Institute of Technology

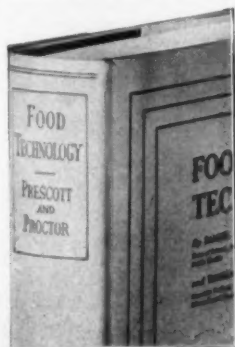
630 pages, 70 illustrations, \$5.00

"THE great food industries, taking advantage of scientific research and discovery, and operating under conditions of sanitary and economic control, are in reality great laboratories conducted with high standards of quality and efficiency of operation," say these authors. Their book describes these conditions, outlines these methods, for the guidance of all branches of the food industry.

Special features of the work are the emphasis on biological and technological chemistry and the sound treatment of such processes as refrigeration, canning, dairy products, quick freezing, etc. The book covers a range of material never before included in one compact volume.

Send for your copy

The Manufacturing Confectioner Publishing Co.
400 W. Madison St., Chicago
300 Madison Ave., New York City



why RUIN good licorice candies
with unsuitable coloring?

COLLOIDAL BLACK

Intensified Pure Food Color

INSURES

rich, lustrous tones
smooth, grit-free textures
long stand-up, fewer returns
no clean-up mess
maximum color stretch

NEW LOW PRICES!

Order a trial pound today

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BETTER HARD CANDY



... thanks to ideal air conditions

Stickiness and graining of hard candies are no problem at Oswego Candy Works, Oswego, N. Y. These products are made under ideal conditions of temperature and humidity maintained by a Sturtevant Air Conditioning System.

This system effected other benefits, too. It enabled them to consistently obtain a high gloss . . . and eliminate a large amount of waste and delay due to sticky machines.

Our long experience with conditioning problems in the candy industry is at your service.



COOLING & AIR CONDITIONING CORP.

(Division of B. F. Sturtevant Co., Hyde Park, Boston, Mass.)



ATLANTA CAMDEN CHICAGO GREENSBORO
LOS ANGELES NEW YORK

Something New

"TELEVISION" CHOCOLATES

Modern styled candies in a sales-promoting combination of texture, taste and flavor—visibility chocolates for all occasions, each a portrait of candy framed in chocolate—the answer to your demand for the unusual.

Formulas will be sent upon request to Nulomoline users.

FRESHNESS NULOMOLINE

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Manufacturers of Standardized Invert Sugars

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In Canada: Nulomoline Ltd., 1410 Stanley St., Montreal

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work of
the old masters!



CHAS. PFIZER & CO., INC



31 MAIDEN LANE, NEW YORK
444 W. GRAND AVE., CHICAGO

MANUFACTURING CHEMISTS EST. 1849

best sales performance for both September and the nine months' total, increasing their sales over the corresponding periods of 1936 by 12.2% and 14.6%, respectively. Corresponding increases for confectionery manufacturer-retailers were 6.3% and 1.3%, respectively.

Sales of manufacturers of chocolate products competitive with confectionery were down 8% for both periods.

A. R. C. Convention to Be Held in Philadelphia in June

The annual convention of the Associated Retail Confectioners of the United States will be held Monday, Tuesday and Wednesday, June 6, 7 and 8, at the Bellevue-Stratford Hotel, Broad and Walnut Streets, Philadelphia, Pa. The annual dinner-dance will be held Tuesday night, and on Monday night there will be a unique dinner entertainment, in which a parade of candy will be featured. An address on advertising will be given by Dr. Hess, of the University of Pennsylvania, who is well known in advertising circles and is the author of a widely used textbook on the subject. Chester Asher, Jr., of Philadelphia, is president of the Association.

Illinois Adopts Unemployment Compensation Act

The Unemployment Compensation Act passed by the Illinois General Assembly and which has become effective, provides for the payment of stated percentages of total wages by employers who have had eight or more workers on some portion of a day in each of 20 or more different weeks in either the current or preceding calendar year. The entire contribution is to be made by the employer alone, and amounts to 3.6% of total wages from July 1 to December 31, this year, or 1.8% of total wages in the entire year, whichever is the greater. For each of the four following years, the contribution is to be 2.7% of total wages. For the year 1942 and thereafter rates may vary according to employment experience. Concerns who do not come under the provisions of this act may elect to do so. All firms are required to complete their UC-1 report and file it with the Director of the Illinois Department of Labor.

Thirty Manufacturers Display Lines of Candy at Food Show

At the Food and Better Housekeeping Exposition, held in the Coliseum in Chicago, October 9 to 17, 30 members of the National Confectioners' Association took advantage of the opportunity to display their lines of confections in the N.C.A. booth. In connection with the show, M. F. Burger, secretary of the Association, also spoke in a broadcast over radio station WLS.

Manufacturers showing their wares at the N.C.A. booth were: Beech-Nut Packing Co., Paul F. Beich Co., Brown & Haley, Bunte Brothers, Chicky Candy Co., Crystal Pure Candy Co., Curtiss Candy Co., E. H. Edwards Co., Elmer Candy Co., Ferrara Panned Candy Co., Henry Heide, Inc., Walter H. Johnson Candy Co., Kimbell Candy Co., Kraft-Phenix Cheese Corp., Mars, Inc., Life Savers, Inc., Mason, Au & Magenheimer, Merrill Candy Co., New England Confectionery Co., Paris Candy Co., Peerless Candy Co., Putnam Factory, Queen Anne Candy Co., Reed Candy Co., Schall Candy Co., Schutter Candy Co., Sweets Co. of America, Wilbur-Suchard, Wilson Products Co., and Geo. Ziegler Co.

New Confections for Dogs

Several concerns are now manufacturing confections for dogs and other pets. One of these recently put on the market is in the shape of bones, colored pinkish-red.

In a letter in a recent issue of *Advertising Age*, it is related how one company decided to market a product of this type. Interviews with 7,500 dog owners revealed that the most popular "5 o'clock tea" for canines was candy, while crackers, apples, bread and cake followed in order. The majority of the dog owners interviewed did not think that candy was good for the dog, but are said to have replied "yes" to the question whether they would give a specially prepared between-meal snack to their pets. The decision to market the confection was clinched after feeding 200 lb. of the new confection to every kind of dog alive, and noting that the dogs didn't have to be forced to eat it.

Among the companies now manufacturing this type of confection are Walter B. Stevens & Son, Inc., New York City; Canine Vita Candy Co., Waterbury, Conn., and the Ben Richter Co., New York City. Confections are being marketed under such trade names as "Happidog," "Kandi-Bone" and "Charge." The latter is described as a "dessert for pets."



A new candy for dogs has just been put on the market by Walter B. Stevens & Son, Inc., of New York City, an old-established dog supply house. This Stevens Happidog candy is packed in a new folding carton with a smart tartan design created by the Robert Gair Co., Inc., of New York City.

EXPERIENCE COUNTS

in Air Conditioning as in all other things.

We KNOW from "Experience" how to solve the various Air Conditioning problems of the Confectionery and Biscuit plants.

This "Experience", designed and built into ECONOMY Air Conditioning equipment, results in greater efficiency and dependability.

Let our "Experience" serve you.

Economy Equipment Company

538 W. Pershing Rd. - - - - - Chicago, Ill.

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New York, N. Y.

BAKER SERVICE, Inc.
507 E. 3rd Street
Los Angeles, Calif.

ECONOMY EQUIPMENT CO.
538-40 W. Pershing Road, Chicago, Illinois

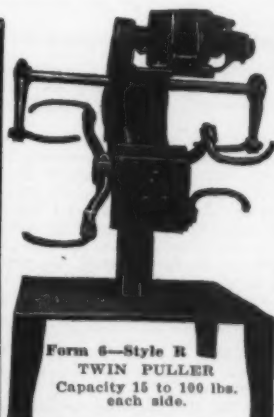
Send Us Literature

- ☐ "LUSTER-KOOLD" CONVEYORS ☐ ECONOMY WET CONDITIONER
☐ ECONOMY DRY CONDITIONER ☐ ECONOMY BELTURN

Firm..... Individual.....

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Form 6-Style R
TWIN PULLER
Capacity 15 to 100 lbs.
each side.

MAXIMUM
Capacity **200 lbs.**
per batch
Form 6-Style R-Twin Puller

- Minimum capacity 15 lbs. on each set of arms. Pulls either hard-boiled or soft-boiled goods.
- Can be used for 2 batches at once—either the same or different colors or flavors.

REBUILT MACHINES AVAILABLE

Special low prices for all sizes and styles. Write for information and prices.

DISPLAY PULLER 5 to 10 lbs. per batch FORM O — STYLE A

- Excellent for demonstration purposes. It is very attractive, nicely finished, has an aluminum base and nickel trimmings. Motor driven.

Other sizes and styles—capacities from 5 lbs. to 200 lbs. per batch. Write for complete description and prices.

- All replacement parts in stock for immediate delivery.



THE ORIGINAL CANDY PULLER
HILDRETH PULLING MACHINE CO.
153 Crosby Street - - - New York, N. Y.

**WEYGANDT—
Reiche
CHOCOLATE
Moulds**



**Variety — Originality
Highest Grade Material
and Finish**

T. C. WEYGANDT COMPANY
167 Duane Street
NEW YORK, N. Y.

QUALITY

"1,000 Manufacturers Can't Be Wrong"



PRODUCTION

THE SIMPLEX CREAM FONDANT SYSTEM

Will Increase Production—Reduce Labor and Operating Costs—Require Less Floor Space—Improve Quality—

Adaptable for cooking and cooling perfectly all types of Hand Roll or Cast Creams on limited or production basis.

The "SIMPLEX" is now manufactured in several models (for cream fondant, toffees, grained mints, and hard candies), each adaptable to your particular problem and type of candy.

Write us for details.
"Cutting Costs with a Simplex."

VACUUM CANDY MACHINERY CO.
15 Park Row
New York City

"Behind the Scenes of Business"—New Edition

The new 1937 edition of "Behind the Scenes of Business," by Roy A. Foulke, Dun & Bradstreet analyst, contains 60 sets of important balance-sheet and operating ratios among manufacturers, wholesalers and retailers. All these ratios are the result of a comprehensive study of 47,980 balance sheets during the past five years. Included are the following ratios for confectionery manufacturers: capital ratios, inventory ratios, sales ratios, net profit ratios, and composite ratios.

A new feature in the appendix is a list of "Terms of Sale" in 60 lines of industry. New chapters deal with effects of age and overexpansion in business enterprises, as well as the imperative need for a personal "conscience" in the management of larger corporations.

No individual can anticipate trends of the next year or next decade by the evidence now at hand, Mr. Foulke says. As evidence that the best antidote for business conjecture is hard work, Mr. Foulke points to a group of companies who made money every year of the depression while concerns in similar lines were involved in serious losses or failure.

**Chicago Confectioners to Raise
\$45,000 for Community Fund**

Nearing their established quota of \$45,000, the confectioners of Chicago are giving their wholehearted support to the city's annual Community Fund drive. Frank A. Russell, assistant secretary of The Cracker Jack Co., is industrial chairman of the confectioners' group. This year the Community Fund is seeking \$3,550,000 to aid Chicago's sick, poor and under-privileged.

"Our team captains, who are officials of big candy companies, are all working for increased subscriptions by their own companies and by others whom they are soliciting," said Mr. Russell. "While it looks like a big total for the Confectioners' Division, made up of eight to ten thousand employees in the industry, already 61 per cent of the confectioners' quota has been raised and industrial workers are 'hard on the job' to raise the balance by December 1."

Mr. Russell's team captains are: E. D. Miller, vice-president and general manager, Nutrine Candy Co.; A. F. Dirksen, secretary, Chicago Candy Association; R. R. Ford, office manager, E. J. Brach & Sons; Sam Hallstrom, sales manager, Walter H. Johnson Candy Co.; W. Kolby, Reed Candy Co.; and George H. Williamson, president, Williamson Candy Co.

Statement of the Ownership, Management, Circulation, Etc.,
Required by the Act of Congress of August 24, 1912,
of The Manufacturing Confectioner, published monthly at Chicago,
Ill., for October 1, 1937.

State of Illinois, County of Cook, ss.—Before me, a notary public in and for the state and county aforesaid, personally appeared Mrs. Earl R. Allured, who, having been duly sworn according to law, deposes and says that she is the publisher of The Manufacturing Confectioner, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit: 1: That the names and addresses of the publisher, editor, managing editor and business manager are:

Name of publisher—Mrs. Earl R. Allured, 400 West Madison St., Chicago, Ill. Publisher and Business Manager, Mrs. Earl R. Allured. Editor—F. L. Spangler.

2. That the owners are: The Manufacturing Confectionery Publishing Company; Mrs. Earl R. Allured, Chicago, Ill.; A. Goelitz, Deerfield, Ill.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

MRS. EARL R. ALLURED, Publisher.

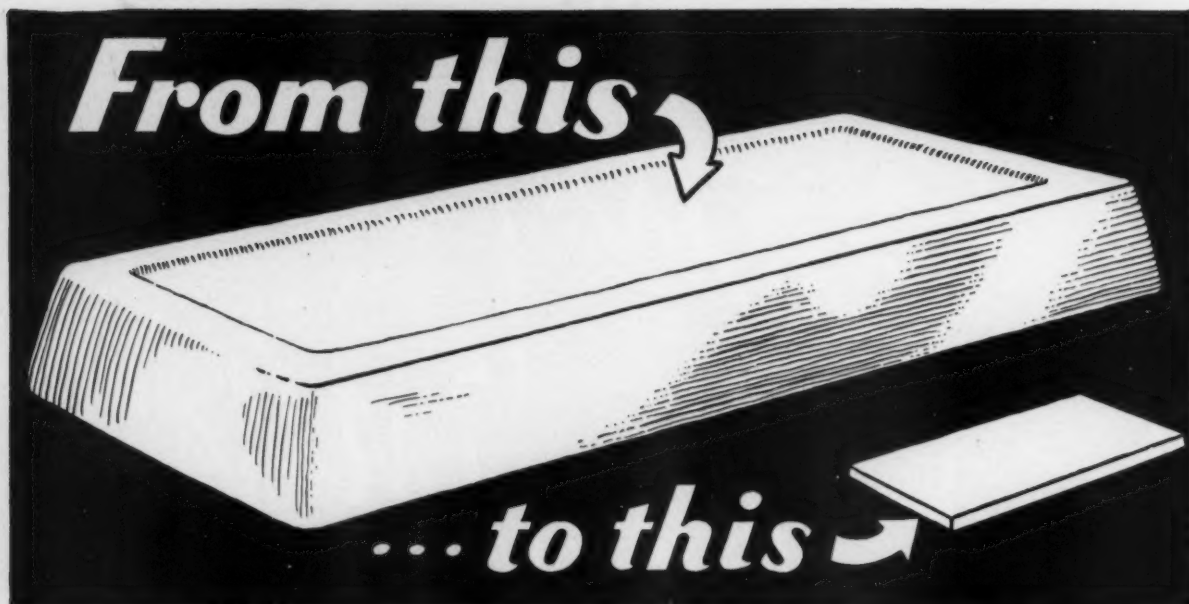
Sworn to and subscribed before me this 17th day of October, 1937.
M. H. HALLAHORN.



Candy. Packaging

- SUPPLIES
- SALES AIDS
- MERCHANDISING

THIS SECTION APPEARS MONTHLY IN THE
MANUFACTURING CONFECTIONER



**... and all sizes between
can be wrapped on our CA-2 Machine**

This machine gives you utmost versatility—in range of sizes, styles of wrapping and types of products it can handle.

It is adjustable to the following range of sizes:

Maximum: $5\frac{1}{2}$ " long, $2\frac{1}{4}$ " wide, $\frac{3}{8}$ " thick

Minimum: $1\frac{1}{2}$ " long, $\frac{3}{8}$ " wide, $\frac{1}{16}$ " thick

Operates at 80 to 150 packages per minute.

Makes regular style of wrapping, consisting of inner wrap of foil, transparent cellulose, glassine, waxed paper, or similar material, enclosed in a printed band. This band may be of any material, and the printing registered by sheet feed, or by photo-electric cell if material is used in roll form. As many as 10 pieces can be included in one wrapping.

For more detailed information on the CA-2, get in touch with our nearest office.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

NEW YORK CHICAGO CLEVELAND LOS ANGELES

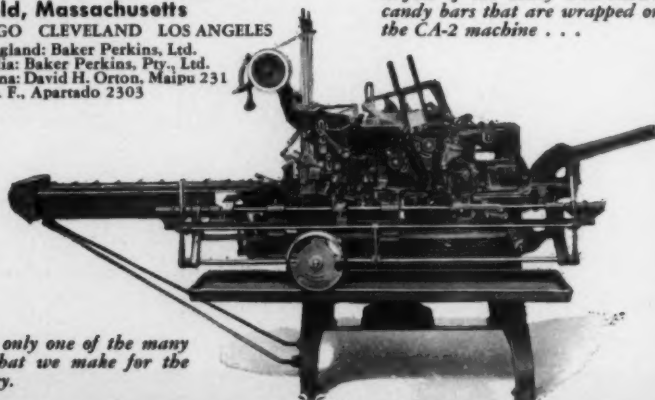
Peterborough, England: Baker Perkins, Ltd.

Melbourne, Australia: Baker Perkins, Pty., Ltd.

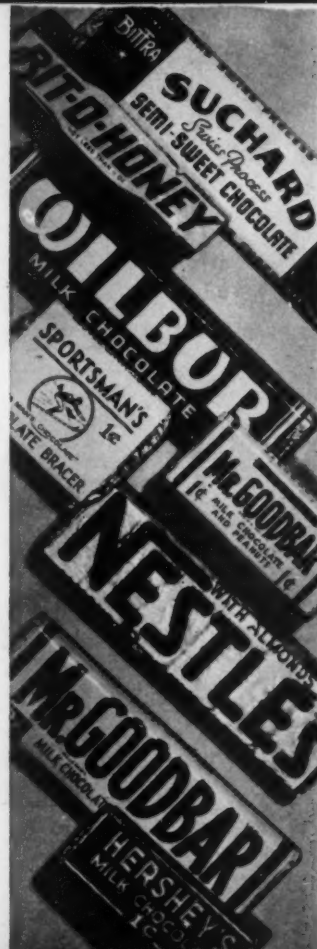
Buenos Aires, Argentina: David H. Orton, Maipu 231

Mexico, D. F., Apartado 2303

*A few of the many well-known
candy bars that are wrapped on
the CA-2 machine . . .*



*The Model CA-2 is only one of the many
types of machines that we make for the
confectionery industry.*



PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

Selecting the Wrapper to Promote Advertising at Point of Sale . . .

★ By C. W. FLETCHER

Shellmar Products Company

IN recent years many confectionery manufacturers have come to realize that printed transparent wrappers embody many features desirable in a candy package. Where product visibility is of primary importance, many merchandising-minded manufacturers have adopted transparent wrappers for a number of their more expensive packages.

A well-known authority on candy merchandising recently stated, in substance, that manufacturers, in coloring their candies, have taken a lesson from Mother Nature to make their products more attractive. For Nature, too, gives beautiful colors to her fruits, thus assuring acceptance—even desire for her products.

By the use of transparent packages or wrappers, the true colors of the confections are displayed to entice the customer.

Where the manufacturer finds it desirable to exclude direct or indirect light rays from the candy bar or other confection, the advantages of transparency must be foregone and an opaque wrapper must be used, though this wrapper may be of transparent cellulose so printed as to obtain opaqueness, as described later in this article.

If the manufacturers go to great lengths to make a good product, naturally they want a good package for it. Here transparent cellulose wrappers offer many advantages.

Transparent, Rigid Materials for Packages

Cellophane, a cellulose product, is popular as a transparent wrapper, since it offers virtually complete visibility of the product and provides a strong and durable package.

A comparatively recent development in packages of this type of material is Shell-Pax, which has the dual virtues of being transparent and yet of rigid construction, facilitating display arrangement. This type of package is being used to merchandise high-grade hard candies, as well as five and ten cent chocolate lines. Bunte Brothers have been using this packaging material for some time; in fact, at present they are packaging 24 separate items in Shell-Pax.

Good Reproductions by Gravure Printing

The advent of gravure printing on Cellophane has proved of great advantage to candy manufacturers and others desiring a perfectly opaque printing on their transparent wrappers. This process also lends itself readily to delicate tints, gradually shading into other colors. It makes possible a quite faithful reproduction of the minutest details. At present it has been developed far enough to permit photographic reproductions as perfect as the original print. Gravure printing on any Cellophane package or wrapper instantly conveys an impression of high quality.

Printed Cellophane With Laminated Backing

Then there is the recently perfected process of printing Cellophane in reverse and laminating to any desired stock. Strong and beautiful, this product has been adapted to candy boxes, and wrappers for candy bars, as well as many other uses.

Printed bags of transparent cellulose, though in use for many years, still find favor in the eyes of a great number of confectioners who pack small candies and nuts, as well as with those who desire additional protection and beauty for their individually wrapped products, such as candy kisses or caramels.

Product advertising is made positive—at point of sale, where most decisions are reached—through the use of transparent wrappers. The printing on the wrapper gives identity to the product, impressing the brand names on the consumer, and assuring re-orders whenever the buyer is pleased.

Every year candy companies spend millions of dollars in advertising—newspapers, magazines, radio and billboards all take their share of these immense annual appropriations. And yet, boiling it all down, most decisions to buy or not to buy are made at the point of sale! Hence, the selection of the package or wrapper is next in importance to the quality of the goods themselves.



MANUFACTURING CONFECTIONER'S PACKAGING CLINIC IN SESSION

HAVE YOU A PACKAGING PROBLEM?

DO YOU KNOW that the Candy Packaging Clinic is the only packaging clinic of its kind conducted in this country exclusively for a single industry? Do you know that its Board is composed of men who are outstanding in the various fields involved in successful candy packaging? Do you know that this Board—under sponsorship of The MANUFACTURING CONFECTIONER—holds a Clinic session for the candy industry every three months? Do you realize that any confectionery manufacturer is privileged to submit to these Clinics—without cost or obligation—any of his packages for constructive criticism and suggestions? The Candy Packaging Clinic is a part of our "profitable packaging" program, as a service to the industry.

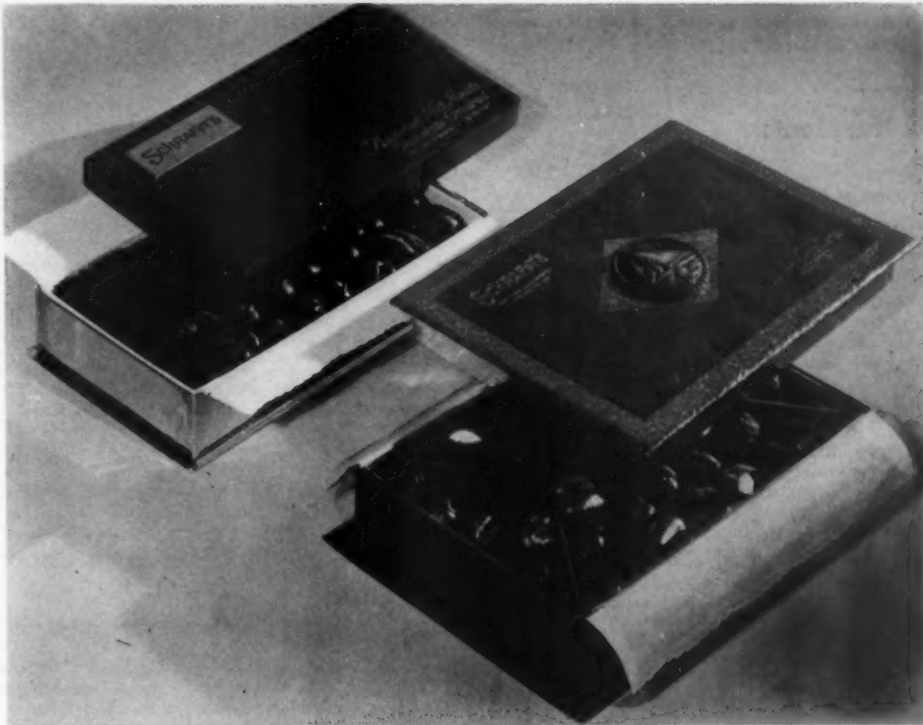
THE NEXT CLINIC IS JANUARY 14—YOU ARE INVITED TO PARTICIPATE

THE
MANUFACTURING CONFECTIONER
Pioneer Specialized Publication for Confectionery Manufacturers
Daily News Building Chicago, Illinois

CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of the Packaging Board are held Quarterly at M. C. Chicago Offices on 15th of the following months: January, April, July, October



SELECTED AS OUTSTANDING.—These two boxes by W. F. Schrafft & Sons, Corp., Boston, Mass., were selected by the October Candy Packaging Clinic, sponsored by "The Manufacturing Confectioner" as examples of striking beauty and originality in candy packaging, though the illustration does not do justice to the colors. The package at the left is a 12-oz. box of assorted nutmeats, while the other is a 1-lb. box of miniature chocolates. The lid of the nut-meats box is in red flint, embossed in gold, with the gold name-plate tipped on the cover. The pound box has in the center of its lid a carved wooden medallion in a diamond of embossed foil, with the rest of the top in suede, except the foil edges. The lace-paper flaps of both boxes are embossed with the manufacturer's name. The 12-oz. box retails at \$1.00 and the 1-lb. box at \$1.50.

Box Assorted Chocolates

1 lb.—75c

Selected as Outstanding

CODE 11137 — Description: Two-layer set-up box; one quarter telescope top, wrapped in foil printed in two colors, with extension upper and lower edges; padded top. Bottom portion of box wrapped in brown paper, with printed gold stripes to harmonize with the lid.

Design: The design and lettering are harmoniously executed, spelling a richness that would be a credit to any candy box.

Typography: It would be better in

taste to letter space "De Luxe" the same as "Chocolates."

Appearance on Opening: Exceptional. An attractiveness that one would not expect except in a box selling for \$1 or more. The chocolate-dipped pieces and half-dipped almonds are inviting.

Box Findings: Embossed glassine liner and brown glassine cups. Lower layer has diagonal cardboard dividers.

Sales Appeal: Good. This box has exceptional value and is in good taste.

Remarks: An unusual box, from the standpoint of both design and quality. The only adverse criticism might be that the bottom layer is not full enough after the cardboard divider is removed.

Box Hand-Rolled Bittersweets

1 lb.—60c

CODE 11237 — Description: Two-layer telescope set-up box, covered with white litho paper, printed in one color, two shades. Transparent cellulose wrapper.

Design: Handled very simply and almost too soberly for a candy box.

Typography: Too many styles of lettering; the wavy lines are not in good taste; the circle in the center, highlighting the name of the product, can be done in better taste and still keep its simplicity.

Appearance on Opening: Good, for

this class of goods. Pieces coated with dark chocolate. Since these are bitter-sweet chocolates, more frappe should be used in the creams, while the centers present a tougher fondant than should be the case with chocolates of this price.

Box Findings: Crumpled wax paper used as top mat. Brown glassine cups. Cardboard between both layers.

Remarks: In such a simple design, any defect stands out prominently. Uniformity in style of lettering would add refinement. Creams are too flowing, where bittersweets should be light and short.

Box Assorted Nut Meats

12 oz.—\$1.00

Selected as Outstanding

CODE 11337—Description: Two-layer telescope set-up box, wrapped in transparent cellulose, with lid in red flint, embossed in gold. Gold name plate, embossed in red, tipped on the cover. Base is completely foil covered.

Design: Simple, well executed. The lettering in the lower right-hand corner could better be moved a little farther away from the box edge.

Appearance on Opening: Excellent. All pieces are miniature nut filled in dark chocolate only. The chocolate has a fine gloss, and the strings are good.

Box Findings: Embossed wadeline mat with glassine back. Wax paper under mat, lace paper flies, embossed with maker's name. Brown glassine



SELECTED AS OUTSTANDING.—Two-layer box with top in foil printed in two colors. Lettering is distinctive and well planned. Gold stripes on brown on bottom portion of box harmonize with lid. Retail price, 75 cents. Manufactured by C. E. Voegt Candy Co., Chicago.

cups in upper tray and lower layer. Lower layer has diagonal dividers.

Sales Appeal: Should have a very remarkable sale, considering the value.

Display Value: Excellent.

Remarks: This box has exceptional

value. From every point of view, it should meet with instant appeal.

Box Miniature Chocolates

1 lb.—\$1.50

Selected as Outstanding

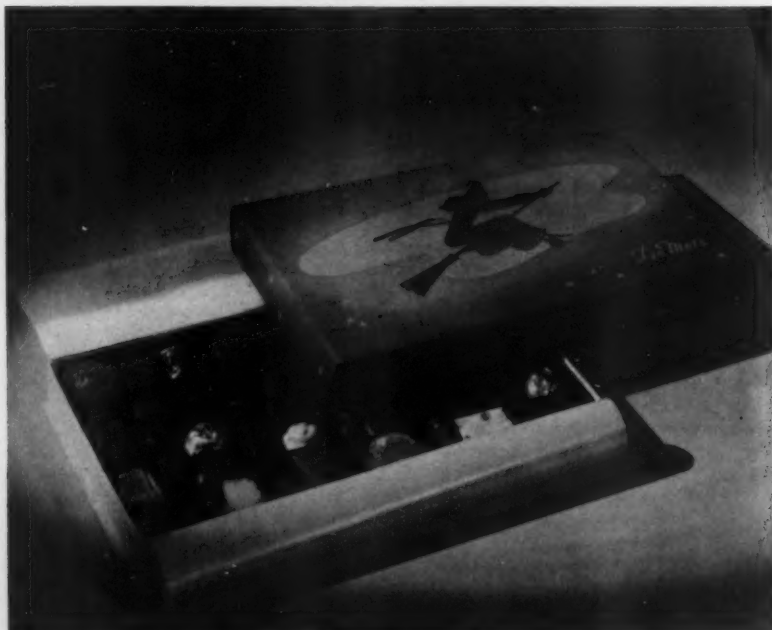
CODE 11437—Description: Two-layer telescope set-up box, with extension edges, top and bottom. Both lid and base are covered with brown suede, printed in gold, with embossed gold foil around the edges of the lid. In the center is a diamond cut-out, revealing the gold foil underneath, and in the diamond is a carved wooden medallion. Wrapped in transparent cellulose.

Design: Dress of gold and suede, with the medallion, which harmonizes with the suede color, gives the box a very rich and dignified appearance.

Appearance on Opening: Petite chocolates, mechanically perfect in size and arrangement. Has the appearance of a high-class commercial package. Upper tray has two foil-wrapped pieces, two cellulose-wrapped pieces, and four foil cups with glazed almonds pressed into the chocolate.

Box Findings: Embossed transparent-cellulose liner, wadeline glassine mat, wax paper under mat, and embossed lace-paper flies with maker's name. Brown glassine cups. Upper tray has two gold-edge dividers, and bottom tray has board dividers. Both trays have mats.

Remarks: In the opinion of the Clinic Board, this box is letter-perfect. It combines flash with dignity, and is very well executed.



SELECTED AS OUTSTANDING.—Among Hallowe'en boxes, this one has unusual merit. Not only is the lid design in keeping with the spirit of Hallowe'en, but the gold and orange colors associated with Hallowe'en are carried out in the candies themselves, with chocolate pieces and orange-colored jellies, tastefully arranged. The candy layer is completely enclosed in a plain, heavy wax liner. Contains 1½ lb. Made by DeMet's, Inc., of Chicago, to retail at 85 cents



SELECTED AS OUTSTANDING.—A uniqueness of this box is the theatrical atmosphere attained by the stage with figures in the spot-light. Embossed and printed in three colors and gold. The lettering is in good taste and well executed. This 1-lb. box retails for \$1.50. Manufactured by Norris, Inc., Atlanta, Ga.

Wooden Box Chocolates

1 lb.—\$1.50

CODE 11537—Description: Two-layer wooden chest with gold tinsel ribbon, on which is gold-foil label printed in red. Wrapped in transparent cellulose.

Appearance on Opening: Top tray, good; includes two gold-foil pieces. Bottom tray is disappointing and gives the impression of not being well filled.

The plain cardboard filler inside the lid cheapens an otherwise attractive box. The chocolate pieces are excellent in appearance, flavor and texture.

Box Findings: Lined with two-color foil, with name of sweets embossed. Descriptive folder, well executed, on top of mat, describing various other boxes put up by this manufacturer. Cardboard divider between upper and lower tray.

Sales Appeal: Very good.

Re-Use Value: Has many applications as a re-use container.

Remarks: The cardboard filler in the top is disappointing by its cheapness. It may be considerably improved by using a board finished in silver or some plain, attractive color. Or the filler could have been omitted and a third layer of chocolates added, with the price adjusted accordingly.

Box Assorted Chocolates

1 lb.—\$1.00

CODE 11637—Description: Two-layer full-telescope set-up box, with

extension edges at top and bottom. Padded top, covered with white litho paper, printed in full colors and gold, varnished and embossed. Cover shows points of interest in the old French quarter of New Orleans, with descrip-



SELECTED AS OUTSTANDING.—An ingenious treatment of a display box for bars. The one shown was selected as most attractive in design and color among several submitted by the same manufacturer. This particular box has four layers. The transparent sides allow a clear view of every exposed bar, even if it happens to be in the bottom, or fourth, layer. The design of the foil-covered, embossed extension back is very pleasing. Manufactured by the Elmer Candy Co., New Orleans, La.

tions printed on bottom of box. Wrapped in transparent cellulose.

Design: Idea showing different points of interest is an excellent one, though the subjects could be handled in a more tasty and attractive manner to blend with the whole design. The box is too cut up, the panels are too striking. The Clinic Board's suggestion is that it be redesigned in a simple, more tasteful manner.

Appearance on Opening: The pieces were in bad shape and of unsavory appearance. This might be accounted for by the climatic conditions the box went through before being examined by the Board.

Box Findings: Glassine liner printed in white. Brown glassine cups. Diamond dividers, edged in color, in upper layer, with one foil-wrapped piece in diamond compartment. Diagonal dividers in lower part. Cardboard divider between layers.

Remarks: The flashy appearance might be all right for the Southern market, and probably would appeal to the transient or tourist trade.

Box Chocolates

1 lb.—\$1.50

CODE 11737—Description: Three-layer set-up box; one-quarter telescope top. Completely covered with embossed gold foil and wrapped with transparent cellulose. Metallic label indicates maker's name; tied with gold-colored ribbon.

Design: The design carries out the gold-chest idea and is well executed.

The label giving the name of maker and contents could be improved by using a different color—for example, gold lettering on a dark background.

Appearance on Opening: Mechanically perfect.

Box Findings: Wadeline mat, with maker's name embossed on the center panel, and wax paper under the mat. Half liner on top tray embossed in gold and carrying maker's name. Two-colored foil liner on underside. Each of the three trays has three pieces wrapped in gold foil, two of which are foil cups. Diagonal divider in bottom tray only. Wadeline mats between layers.

Sales Appeal: This is a high-grade commercial package, appealing and attractive in design.

Remarks: This package is mechanical in design and contents. It is strictly commercial merchandise, as distinguished from retail packages.

Hallowe'en Box

1 1/2 lb.—85c

Selected as Outstanding

CODE 11837—Description: One-layer telescope set-up box with extension lower edge.

Design: Hallowe'en design executed in very good taste, but could have been made more attractive by using a better job of printing on better paper.

Appearance on Opening: The Hallowe'en colors are carried out by the dark chocolate pieces and the orange colored jellies. Consists of dark and light chocolate pieces, with special pastel jellies, pectin jelly squares and bonbons. Included are two gold-filled pieces, two foil cups, and two pieces wrapped in cellulose.

Box Findings: Liner of heavy wax paper runs under the layer and overlaps. Embossed lace-paper flies. Brown glassine cups. Black cardboard dividers and five individual box trays.

Sales Appeal: Very good.

Remarks: Very good value. The pieces have good coating; the dipping is good and the gloss is fine.

Box Chocolates

1 lb.—\$1.00

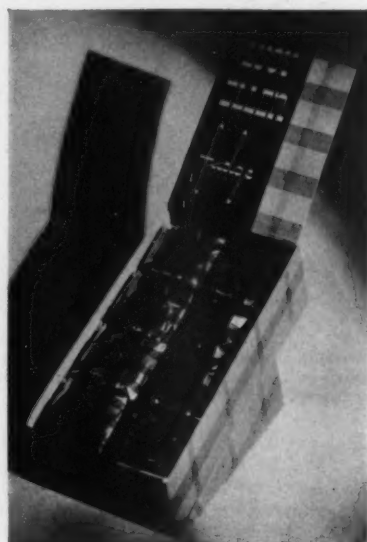
Selected as Outstanding

CODE 11937—Description and Design: The box is the same as analyzed by the Clinic Board under Code 51037, published on page 89 of the May, 1937, issue of The Manufacturing Confectioner. All comments given there apply to this box.

Appearance on Opening: Good; there is a proper balance between the milk and the dark chocolates. Pieces look appetizing, but are considerably larger than one ordinarily finds in a box at this price. It is suggested that smooth almonds do not be scattered loosely between the chocolate pieces, for they tend to mar the chocolates, and hence

the almonds appear soiled. Also, it is the Board's belief that a chocolate peanut cluster should not go into a \$1-per-lb. box. The puddings (chocolates dipped in bon-bon cups) could be materially improved in appearance, although the pieces themselves are first class. The creams are of a good, smooth texture, though in certain sections of the country there is a demand today for shorter, more fluffy creams. The selection of flavors is interesting, and indicates considerable thought has been given to the selection of the pieces.

Box Findings: Lined with ordinary



SELECTED AS OUTSTANDING.—The Scotch plaid design on the fudge bars is carried through to the display box, making a very attractive set-up. The lettering is in gold and harmonizes well with the brown background. The stripes are in green and brown. Here is a combination of a good-looking bar with a well-designed display box, each made to harmonize with the other. Manufactured by the Lucy Ellen Candy Co., Sullivan, Ill.

glassine paper, with glassine paper between layers. Silver-edged rectangular divider in top layer, and diagonal dividers in bottom layer. Brown glassine cups.

Mint Fingers

1 lb.—Price Omitted

CODE 111037—Description: Packed in pound boats, each containing 40 chocolate-covered peppermint centers, there being 20 in each layer. Wrapped in transparent cellulose. Window in top, running entire length of box, renders all pieces in top layer visible through the transparent wrap.

Design: Simple. Light-green cardboard printed in dark green.

Class of Trade: Syndicate.

Box Findings: Two pieces of wax paper with cardboard between, used as divider between layers.

Sales Appeal: Fair. The chocolate in which the peppermint cream sticks have been dipped is almost too dark. However, the coating is generous, and this is what makes the pieces most appealing.

Remarks: These fingers could be sold as penny pieces, though somewhat small as measured by today's prices.

Box Chocolates

1 lb.—\$1.50

CODE 111137—Description: Two-layer telescope set-up box, extension edges top and bottom. Padded top. Top and sides embossed and printed in three colors and gold. Wrapped in transparent cellulose.

Design: Theatrical atmosphere, with stage and spot light on two figures, is excellent idea. Composition and lettering are well executed. The only suggestion for improvement would be to give more attention to the drawing of the two figures in the spot light. This drawing does not show as much care and thought as it deserves. The execution of these figures is particularly important because they are the center of attention.

Colors: A more pleasing contrast could have been obtained by using a pink or light green in place of the yellow. The latter has the disadvantage that it too closely matches the gold.

Appearance on Opening: The contents are the same as the box described as Code 51037, on page 89, in the May, 1937, issue of The Manufacturing Confectioner.

Foil Chocolate Pieces

Price 5c

CODE 111237—Description: Five solid chocolate pieces individually wrapped in foil, and all packed in cellulose printed by gravure in red and white.

Design: Well executed for a two-color job. Design is simple and allows visibility of the foil-wrapped pieces. Some day, perhaps, this well-known manufacturer will redesign their trademark, using a modern lettering.

Sales Appeal: Good.

Remarks: An appealing arrangement of convenient-sized milk chocolate pieces.

Display Box of Fudge Bars

Price 5c

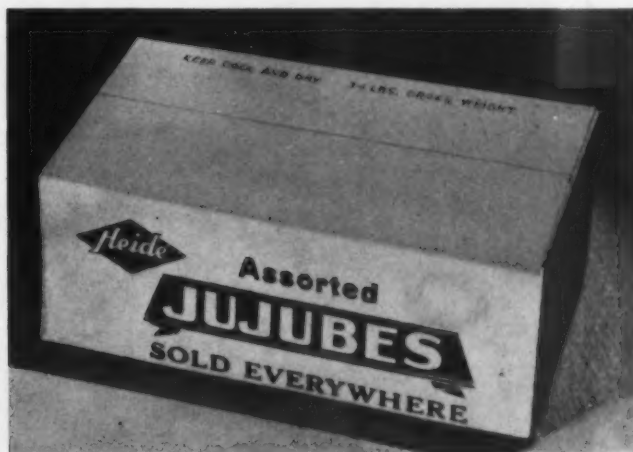
Selected as Outstanding

CODE 111337—Description: Cardboard box with angle support and extension back. Lettering in gold on a brown background, with stripes in green and brown to give a Scotch plaid effect. Angle support folds under box to set it at angle for display. Two doz-



Acceptance .. BY CUSTOMERS

To gain a customer's approval is the goal of every manufacturer. During the past 50 years HINDE & DAUCH has played an important part in securing customer acceptance for thousands of manufacturers...by supplying shipping boxes that protect, advertise, and merchandise their contents. H & D shipping boxes look modern, are modern... yet they cost no more.



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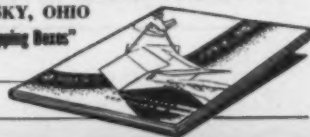
H&D *Protects in Transit*

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Name _____

Company _____



en bars in the box, each bar wrapped in printed transparent cellulose.

Design: Very good. The Scotch plaid design is carried from the candy bar through to the display box. The entire design is well executed and in good taste.

Typography: Distinctive and in keeping with modern trends.

Display Value: Good.

Remarks: This is one of the most appealing bar displays that the Clinic Board has seen. The bar is one of the best looking on the market.

Display Boxes of Bars

Price 5c

Selected as Outstanding

CODE 111437—Description: Cardboard box with foil back and base, and transparent cellulose sides. Foil back extends above box and is printed in one or two contrasting colors and die cut at the top. Extension folds over top of box for shipping. Two dozen 5c bars in each box. Same general display box used for each of six different bars. All bars are wrapped in foil or in transparent cellulose, printed in one, two and three colors. The box and extension back are very pleasing and well executed as a display piece.

Display Value: Good; the box is de-

signed to give the merchandise maximum display.

Remarks: It is the Clinic Board's opinion that here is a new thing in the display of bars. The use of heavy transparent cellulose with extended cardboard back to indicate the type of merchandise, strikes a new, pleasing note in bar display. The foil back harmonizes well with the bar wraps.

Package of Kisses

Price 10c

CODE 111537—Description: Box containing English toffee, coffee flavored, the individual pieces being wrapped in twisted foil. Box printed in red and green.

Design: The figure of a man with turban is very poorly executed. Entire design lacks style and distinction.

Display Value: Poor.

Remarks: This is just an ordinary box. There is nothing appealing about it.

Bottle of Pellets

Price 5c

CODE 111637—Description: Red-coated pellets, intended as breath sweeteners, packed in vest-pocket-size glass bottles, with self-clamping metal top and carrying foil label printed in

red. Two dozen bottles in carton with extension cardboard back, die cut, with name of confection prominently displayed.

Design: Good.

Typography: Lettering on both box and label is modern in style.

Color: The red on the bottle label tends to run into the red color of the merchandise. The label might better be printed in some contrasting color.

Sales Appeal: Good.

Remarks: Well-executed, harmonious display. The red of the merchandise blends well with the red on the display carton.

The next meeting of the M. C. Candy Packaging Clinic will be held on January 14. The services of this clinic are offered without charge to manufacturers of confections. All boxes for analysis must be submitted filled, in duplicate, to reach The Manufacturing Confectioner, 400 W. Madison St., Chicago, Ill., not later than the date given above.

PREMIUM DEPARTMENT

A Service Department to Promote the Intelligent Use of Premium Aids

Quality Merchandise as Premiums

By FRANK S. McCABE

Associated with F. L. McCabe,
Sales Promotion Counselors, Chicago

Written expressly for "The Manufacturing Confectioner"

NEARLY a thousand years before the Christian era, in the clay tablets of the Assyrians, we can read that Menahem, King of Samaria, Rezon, King of Syria, Hiram, King of Tyre, and other kings of the same region, sent to Tiglath-Pileser, the powerful king of Assyria, many presents of rich quality and high value, to gain his good countenance in the great extension of Assyrian trade which the Assyrian monarch was then pushing forward—sometimes with disastrous effect upon his neighbors.

Merchants in Olden Times Appreciated Value of Premiums

The giving of premiums as an inducement to trade is one of the most ancient customs of the Chinese and of other oriental peoples. It has been practiced literally from time out of mind, not always with the direct and understood intention of increasing and holding trade, but always with that intention in the background.

Thus, for example, before the Civil War and for years afterwards, when the "southern order" trade was booming, the rich merchant in the North would send to his rich merchant correspondent in the South costly gifts at Christmas time for every member of the southern merchant's family. By this practice the northern merchant held, as in a vise, the trade of his Southern correspondent, and even made of him a warm personal friend whose loyalty outlasted the bitterness of the war.

All these facts, and innumerable others that we could cite show that the soundness and the pulling and holding power of the premium system of winning and fostering trade is as old as the passion of cupidity itself.

The merchant of antiquity who used the premium was the progressive, wide-awake, pushing reacher-out of his time. He found that the investment he sank in his gifts to his trade returned to him loaded down with compound interest; that the open hand could grasp more than the closed fist; that his motto "I give that I may get" was founded on the bedrock of business sense and acquisitive genius.

The Premium Sells the Merchandise and Also Acts as an Advertisement

It was indeed a truly great mind that first perceived the truth that the advertising specialty could, by a single stroke of the hand, be converted from pure advertising into an actual seller of goods, and, at the same time, retain its power as an advertisement. A few twists of the wrist and the thing is done. Take the gift advertising specialty, turn it into a thing of real value, quality, utility or beauty,

rub off the name of the advertiser or his goods, offer to give it away with a certain amount of purchases, and presto! you have the modern premium in all its blooming beauty.

If you notice, every premium we have mentioned has been one of high quality. Quality merchandise in the premium field is growing in popularity day by day. The reason for this growth can be readily understood. It is the desire of every premium buyer to secure merchandise of good workmanship, quality, appearance and design, as well as utility, and this also holds good with the consuming public.

Quality merchandise is being used more freely, not only to meet competitive conditions, but also to secure wider distribution of manufacturers' products. During the depression we have just passed through, sales executives have had a real problem to keep their sales up and keep their products before the public. The use of premiums as sales stimulators proved to be a big factor and enabled many confectionery businesses and other types of concerns to establish excellent sales records which could not have been produced without them.

In conducting a promotional sales campaign, the utmost care must be exercised, not only in selection of the premium, but also in the conduct of the sales plan to be used in connection with the sales promotion. A premium deal without a plan generally fails or is only reasonably successful.

Merchandise of the highest quality offered as prizes to salesmen, dealers or consumers, has resulted in the most outstanding sales campaigns.

Nationally Advertised Merchandise Is Now Offered as Premiums

Only during the last few years, manufacturers of nationally advertised merchandise have permitted the use of their products for sales campaigns. They formerly believed, without a thorough understanding, that supplying their merchandise for such purposes would be detrimental to their retail dealers. Today you find many of the best-known articles being announced as prizes over the radio to the women sending in the best recipe for making marshmallow cakes, or to the one selecting the best name of a new product, etc.

It is natural for the shrewd sales manager or premium buyer to appreciate that merchandise on which the manufacturer spends thousands of dollars in national advertising, must have quality, design and proper workmanship, as well as definite utility. Otherwise, the public would not possess the desire to own such merchandise. They also appreciate that a salesman, dealer or consumer will put forth more effort to secure these articles of quality than he would some piece of merchandise manufactured to sell on price alone.

Premiums Must Have Quality to Hold the Customer's Goodwill

In the promotion of premium merchandise today, extreme care should be exercised in selecting your premium. You may be successful in giving the consumer a product

Boost Your Sales

1000-Hole—Form 4160
Takes in \$10.00
Pays out 160 Candy Bars
Price\$0.89
Plus 10% Federal Tax
Holiday Boards, Holiday
Cards and Holiday
Headings.
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THE MANUFACTURING CONFECTIONER

400 W. Madison St.

Chicago, Ill.

of second-grade quality one time. But after that consumer has had an opportunity to examine the product closely, if he feels he has been imposed upon, all the goodwill that should go with your product is lost. You not only lose the customer but you lose his cooperation and suffer his detrimental criticism.

The large national publications, the radio and all other media of advertising, appeal daily to the consumer and dealer with a *better* quality of motor cars, a *better* quality of kitchenware, a *better* quality of radio, and are thus directing all their efforts to build up a broader field for the use of *better* merchandise.

We look upon the use of premiums as another medium of advertising. National advertisers who have been successful in their field have used high-grade publications, and those who have been successful on the radio have induced their audience to listen in by the use of better-grade programs. By that token, do you not see that you can obtain the same results by tying up your products with high-quality premiums? The small difference that you may save in inferior merchandise is completely lost when it comes to the pulling power and building of goodwill.

John Ruskin once said, "All work must bear a price in proportion to the skill, pace, time, expense and risk attending their invention or manufacture. These things called dear are, when justly estimated, the cheapest. A composition for cheapness and not for excellence of workmanship is the most frequent and certain cause for rapid decay and destruction of manufacturers."

This whole question can be summed up briefly in this thought: "Quality is remembered long after price is forgotten."

THE CANDY MAN'S CALENDAR

| DECEMBER 1937 | | | | | | |
|---------------|-----|-----|-----|-----|-----|-----|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

PLANNING SEASON FOR WHOLESALE MFRS.: Easter Preparation, Final St. Valentines Plans, Mothers' Day Plans, Sales Meetings, Christmas Production Rush, Inventory, Plant Overhauling.
PLANNING SEASON FOR RETAIL MFRS.: Spring Package Preliminaries, Christmas Production Rush, Inventory, Plant Overhauling.

1 Wednesday

DENVER—Colorado Confectioners' Assn., at Oxford Hotel.†
FALL RIVER, MASS.—Southern N. E. Wholesale Confectioners' Assn., at Remington Hall, Y. M. C. A.*
LAWRENCE, MASS.—Wholesale Candy Jobbers' Assn., at Y. M. C. A.†
PHILADELPHIA—Retail Confectioners' Assn. of Philadelphia, Inc., at Turngemeinde Hall, 1705 N. Broad St.*
Get out your Santa Clauses. It's almost here.

2 Thursday

CINCINNATI—Cincinnati Candy Jobbers' Assn., at Grand Hotel.*
SCRANTON, PA.—Keystone Jobbing Assn., at Chamber of Commerce Bldg.†
YONKERS, N. Y.—Westchester County Candy Jobbers' Assn., at Jewish Community Centre.†

3 Friday

NEW YORK CITY—Chemical Industry Medal Meeting, at Chemists Club.
DETROIT—Wolverine Candy Club, at Norton Hotel.*
LOUISVILLE, KY.—Falls Cities Confectioners' Club.*
PHILADELPHIA—Retail Confectioners' Assn., at Hotel Majestic.*

4 Saturday

ST. LOUIS—St. Louis Candy Salesmen's Assn., at American Annex Hotel.‡

5 Sunday

PITTSBURGH—Jobbers Salesmen's Assn. of Western Pa., at Webster Hall.*

6 Monday

CHICAGO—Candy Production Club of Chicago, at Lake Shore Athletic Club.*
CHICAGO—Chicago Candy Club, at Maryland Hotel.‡
SYRACUSE, N. Y.—Central N. Y. Candy Jobbers, at Hotel Syracuse.*

6-11 Monday-Saturday

NEW YORK CITY—Exposition of Chemical Industries at Grand Central Palace.

8 Wednesday

BALTIMORE—Manufacturing Confectioners of Baltimore, at Hotel Emmerson.*

9-11 Thursday-Saturday

ST. LOUIS—Western Confectionery Salesmen's Assn. Convention, at Hotel Jefferson.

10 Friday

NEW YORK CITY—Assn. of Mfrs. of Conf'y and Chocolate of State of N. Y. at Pennsylvania Hotel.*

11 Saturday

BALTIMORE, MD.—Tenth Annual Banquet of Confectionery Salesmen's Club, at Lord Baltimore Hotel.
KANSAS CITY, MO.—Kansas City Candy Club, at Pickwick Hotel.*
Easter and Valentine boxes should be well advanced by now.

16 Thursday

NEW YORK CITY—New York Candy Club, Inc., at Park Central Hotel.*
Christmas buying in full swing.

18 Saturday

ST. LOUIS—St. Louis Candy Salesmen's Assn., at American Annex Hotel.‡

20 Monday

CHICAGO—Chicago Candy Club, at Maryland Hotel.‡

21 Tuesday

BROOKLYN—Candy Executives and Asso'd Industries Club, at St. George Hotel, 51 Clark St.*
Shortest day in the year.

23 Thursday

SALT LAKE CITY—Utah-Idaho Zone Western Confectioners Assn.*

24 Friday

Remember, lots of candy in those stockings!

25 Saturday

Merry Christmas to you!

*Monthly Meeting.

†Weekly Meeting.

‡Bimonthly Meeting.

CANDY MERCHANDISING

A Service Department of Ideas Promoting Profitable Sales

Sweetest Day Takes on New Life

MORE cities this year reported successful Sweetest Day activities than have been reported for several years past. Some of the difficulties of former years' observances have been overcome, and a new interest was in evidence. In addition to the usual publicity given by the various groups of the confectionery industry, the radio was also brought into play and in some cases valuable newspaper publicity was had. The National Confectioners' Association, the Associated Retail Confectioners, and other associations gave valuable support and helped to awaken the confectionery trade to a realization of the potential value of Candy Week and Sweetest Day.

Assistance was also rendered by The Counter Freezer Association, who in their monthly bulletin featured recipes for making popular flavors of candy ice cream. The efforts of this group were backed up by many manufacturers of mixes and flavors who furnished free window posters featuring candy ice cream.

If the success of Sweetest Day observances is measured

in terms of public interest and of candy sales, it is likely that Cleveland this year again walked off with the honor, though Detroit also put on a program for Candy Week and Sweetest Day that for enthusiasm will be hard to beat.

Cleveland Tops Last Year's Sales

From reports received from all the large outlets and jobbers in Cleveland, that city this year went 22 per cent ahead of last year, says W. M. Hinson, secretary of Associated Candies, Inc.

"The public seems to be sold on our work, as is evidenced by their buying, and all the newspapers gave us free publicity to the amount of \$610," says Mr. Hinson. "Of course, we carried paid ads in all of them and many of the retailers carried ads, but the editorials and general write-ups on our Sweetest Day work were of great value. It is one thing to sell candy and quite another to sell an editorial writer of a newspaper.

"Of course, the greater percentage of candy sold on Sweetest Day is package candies, due to the fact that a good percentage is bought for presents. However, the report on bulk goods sales is by far larger than in previous years, showing that Sweetest Day makes the public candy minded and they purchase candy of all varieties.

This page from the October 14 issue of "The Cleveland News" includes some valuable publicity in both advertising and editorial on "Sweetest Day."



There were many happy youngsters in the Children's Aid Society home in Cleveland on "Sweetest Day," when the Cleveland confectioners donated candy to the children. Here two lads are feasting on a box of candy while W. M. Hinson, chairman of Cleveland's Sweetest Day Committee, seems to be getting as much fun out of it as the boys. (Photograph by courtesy of "The Cleveland News.")

Nor does the sale of candy stop immediately after Sweetest Day. The general sales of candy the week following were above the average for other weeks, which indicates that active effort throughout the 12 months of the year in promoting the use of candy and emphasizing its value would be of great advantage to the industry."

Mr. Hinson's group was active in assisting other Ohio cities in promoting Sweetest Day, and he reports that Dayton, Canton, Youngstown and Akron did very well. Those cities, however, that did not enter into the spirit of the day wholeheartedly only did a mediocre business but enough to let them see its value.

Distributes Candy to Orphans

One of the features of Cleveland's observance, that touched the tender sensibilities of the public at large, was the manner in which the local committee carried out the slogan to "Make Somebody Happy," by distributing sweets among the children in orphan homes and among the inmates of local institutions. In all, 6,000 men, women and children were treated to candy donated by the Cleveland confectioners.

In the issue of October 16, the *Cleveland News* printed the following editorial entitled, "Sweetest Day:"

Into thousands of homes throughout Cleveland today packages of remembrances are being delivered.
For this is Sweetest Day.

It is a day for stimulating the sale of candy, flowers, perfume, if you care to appraise it with the soul of an adding machine.

It is a day of opportunity if you care to make it that. Some of the sharp and short words of the last year may have left little wounds. Indifference to the small things may have chilled the temperature of home.

This is the day to show you do care. Sweetest Day can be that, if you make it so, or it can be just another day in which you forget to remember.

A little more sweetness in the world would help quite a bit, so please don't forget to bring home that little remembrance.

Feature writers in the newspapers also made pertinent remarks on Sweetest Day in their "columns."

Cincinnati Reports Success

The Cincinnati confectioners for several years have made a successful institution of Sweetest Day. This year much the same promotion and plans were used as in the past, reports E. Fleckenstein, of The Dow Drug Co., though increased newspaper space was used by practically all the important candy outlets in the city. The sales improvement for this day showed the same percentage, generally, as in previous years, and the Cincinnati confectioners will no doubt continue to take advantage of the opportunity to feature Sweetest Day as their fall candy opening day.

The last time the Buffalo confectioners observed Sweetest Day they distributed 5,000 boxes of candy to the unfortunates in the city's charitable institutions, and the same program was carried out this year. Thus the confectioners made the slogan, "Make Somebody Happy," a dream come true. Suitable posters and window strips were furnished all retail outlets by the Buffalo Sweetest Day Committee, headed by George Kaiser as chairman. In selecting the personnel of this committee, the Buffalo confectioners decided that the women should predominate.

Buffalo Revives Sweetest Day

Theo. H. Merkins, treasurer-secretary of the Sweetest Day committee, reports that this is the first time in several years Buffalo has made a coordinated effort to observe Sweetest Day, and this year both the wholesale and retail confectioners got behind the campaign in full swing. The department stores and other retailers of candy lent their

cooperation, and the day was more widely advertised than ever before.

The opening gun of the Detroit observance of Candy Week and Sweetest Day was a highly successful luncheon on October 5, followed by the Detroit Candy Show, which continued until the 7th. These were reported in last month's issue of *THE MANUFACTURING CONFECTIONER*.

The early publicity given this year's Sweetest Day activities by many groups has resulted in many inquiries for Sweetest Day information. Among the inquiries received by Mr. Hinson, of Cleveland, was one from a large candy concern in Copenhagen, Denmark, referring to the story in the September issue of *THE MANUFACTURING CONFECTIONER*.

In view of the excellent reports on Sweetest Day activities this year, and the consensus among confectioners that it has been well worth while, it is expected that next year's observances will be even more widespread.

Business Rests While Candy Manufacturer Works in Field

By JESSE RAINSFORD SPRAGUE
in "Saturday Evening Post"

ONE of the best businessmen I know is president and general manager of a concern that manufactures confectionery items sold at candy stands, drug-stores and restaurants. As every businessman knows, that is about the most competitive industry there is. The business is a family affair, and up to a dozen years ago was run by the present president's father, who was a journeyman candymaker. It occupied a rented wooden building, formerly used as a skating rink, and did a local business only. Now it occupies a modern plant that is fully paid for, and sells its products all over the state.

Six Months' Rest Periods

The president says he operates the business always with an eye more on a solid future than on immediate profits. He claims a business is like a human being: that it needs a rest once in a while to catch its breath. Every three or four years he takes what he calls a "sabbatical six months." During that time he takes care of the customers he has, but doesn't look for new customers. He starts off by going into the woods for a month's vacation and forgetting about business altogether. He doesn't spend any money on expansion during the six months. He takes the money that comes in from collections and uses it to clean up with his banks. When the six months are over, he doesn't owe a dollar to anyone and generally has a good chunk of cash to start in fresh with.

The president says the most constructive thing he does during his sabbatical six months is to get in his car and drive all over the state to talk personally with restaurateurs, druggists, candy-stand operators and lunch-wagon men. Some of his stockholders think he ought to be doing something more important for the big salary he draws. One stockholder, at the last annual meeting, asked the president why he didn't hire some men to go out and do the leg work among customers instead of using his own valuable time.

Questionable Questionnaires

The president laughed when he told me this. He said that last summer one of his competitors hired some college students to go out and interview dealers. Each young

man had a printed list of questions, like "What item of ours do you find sells best?" or "What can we do to make our product more popular with the consumer?" The young man read these questions off to the dealer and jotted down the dealer's answers. They were called "stop-watch" interviews, and that is exactly what they were. Each young man had a stop watch to time his interviews by, and he had to make a minimum of forty calls a day. "And when the campaign was over," the president told me, "my competitor had nothing but a lot of routine questions and answers that might have been prepared in his home office, for all the good they did."

The president contends that a business investigation isn't any good unless you are willing to pay men who are experienced in the line and who can talk the dealer's own language. If you hire three-dollars-a-day investigators you don't even get your three dollars' worth.

Why Some Goods Don't Sell

On the president's last round of investigation he learned some facts from dealers that investigators with printed questionnaires would never have got. One item that his factory makes had not been selling well. The reason was, it retailed for fifteen cents. On the advice of dealers, he made a smaller package of it that sold for a dime. Another item didn't sell well because dealers didn't keep it on the front of their display stands. It was generally at the back. They kept it at the back because its wrapper wasn't very attractive. The president had a new wrapper designed for it.

There was still another item that the dealers weren't

moving. People bought it once, but didn't repeat. The candy stuck to the sides of the package when they tried to pull it out. The president had that remedied and now it is a profitable item.

He says that if he had learned nothing except the weak selling points of these three items, his investigation trip would have paid for itself ten times over.

IGA Conducts Contest on Christmas Candy Sales

Plans for a record Christmas candy sales drive have been perfected by the Independent Grocers' Alliance of America, it was announced recently at the organization's headquarters in Chicago.

A nation-wide contest for IGA retailers will be one of the major items on the program, with \$400 in prizes to be awarded for winning store holiday candy displays. There are to be 48 prizes in all, the major award being \$100. With the cash prize the winner of the first award will gain the title of "Candy Kid of the IGA."

According to Frank W. Brinkman, director of IGA's candy division, maximum results are expected to be obtained in the sales campaign through concentration on eye-appeal coupled with quality in merchandise.

"Last year," he says, "without the stimulating influence of a retailer's contest, approximately 6,000,000 lb. of holiday candy was sold in IGA stores throughout the country during the Christmas season. We expect this year to easily top this figure and establish an all-time record for the organization."

Brinkman points out that grocery stores are logical



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outlets for candy. This is proved, he explained, by the fact that it is the housewife who buys nearly three-quarters of all candy sold in the country and it is she who visits the food store more often than any other kind of store.

A clever display, given prominence in a store, can do a good job of attracting and selling the housewife, he declares.

"When all is said and done," says Brinkman, "there is nothing that sells candy like a good display. Candy is an impulse item, and at least 85% of all sales are made by sight.

In addition to the \$100 major prize in the display contest, there will be a second award of \$50, a third prize of \$25 and 45 other awards of \$5 each. The contest closes December 31.

In order to help grocers provide the real holiday spirit in their candy displays, IGA headquarters announces that it will furnish every merchant with large four-color banners, smaller banners each individually designed, price tickets suitable for the occasion, and decorated Santa Claus paper for covering display tables and boxes.

The displays will be judged on originality, attractiveness and the amount of merchandise sold in connection with the showing. The awards will be made through a study of photographs of candy displays to be sent in by retailers entering the contest.

Brinkman suggests that the contest be directed to the sale of quality confections.

"The Christmas season is the one time of the year when everyone is willing to spend a little more for quality merchandise," he says. "This is especially true of candy. It is also important that the candy you sell be fresh. There's nothing so unpopular on Christmas morning as a stale piece of candy."

SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City

FOR some reason unknown to me business has dropped off in the Middle West the past two weeks. All the jobbers and retailers, in all lines, are complaining. The weather has turned off crisp and cool and business should pick up, especially in the candy line. There are many reasons advanced, but it's hard to lay your finger on the trouble. Here's hoping I can report more favorably in the next issue.



I just received word of the sudden death of A. C. Dreibus, of the Dreibus Candy Co., Omaha, Nebr. Mr. Dreibus was one of the oldest candy manufacturers in the Middle West, having been located in Omaha for about 50 years. He was one of the old school, who believed in quality and profit, and built up a wonderful business throughout the territory he served. Though past 80 years of age, he could be found at his desk every day. He was very well known throughout the industry, and his many friends from Coast to Coast will miss him.

D. E. Richards, of Hutchinson, Kan., of the firm of Richards-Scheble Candy Co., that city, passed away on October 27, after a short illness, although he had been in failing health for the past two years. He was 68 years of age and is survived by his wife, a son and two daughters. Mr. Richards was born in Napoleon, Ohio, in 1869. He started in the candy jobbing business in Hutchinson in 1900. He incorporated the business in 1903 with a capital of \$1,000, and two years later he formed a partnership with Mr. Scheble. They built a factory in 1906, which was rebuilt in 1912, following a fire, and a large addition was added in 1920. Their large candy factory is the only one serving the retail trade in the state of Kansas. The business will continue as before. There will be no change in the management, as Mr. Richards has not been active for over a year in the business. Mr. Addison H. Meschke, a son-in-law of Mr. Schebles, has been vice-president and general manager since January 1, 1937. The passing of Mr. Richards is a severe loss to the industry in the Middle West, as he was one of the old-time ethical candy men who knew the business and was for quality and profit. He will be missed by his many friends, including myself, more than mere words can express.

School was very late in opening in Omaha, but the following has already taken place, so I am informed by one of my good friends who has a young son in school. Tommy: I'm going to begin vulgar fractions tomorrow, mother. Mother: You'll do nothing of the kind. You'll study the very best kind of fractions they have in the school.

C. A. Duerson, of Chanute, Kan., who sold his candy jobbing business a few months ago, has returned from

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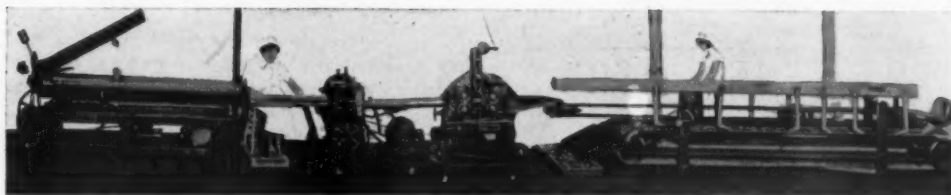
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- 1—Coconut Cutter.
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- 15—38" Burkhard Revolving Pans, with coils.
- 5—Steam Jacketed, Copper Mixing Kettles, 1—500 gallon—1—150 gallon—1—75 gallon—1—50 gallon and 1—35 gallon.
- 9—Steam Jacketed, Copper Cooking Kettles, 1—250 gallon—1—150 gallon—2—100 gallon—1—75 gallon—2—50 gallon and 2—20 gallon.
- 1—12" Sizer.
- 1—No. 3 Coconut Grater.



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California and started again in Chanute. Kansas looks pretty good to Art and we are all glad to see him back.

* * *

The Keitges Candy Co., Onawa, Iowa, is building an addition to their building. It will represent the last word in construction, having a large basement and two stores above the ground. The building will be equipped with an elevator, and chutes to the basement for unloading freight. The firm's trucks will be loaded in the building. It's nice to see this firm progressing so nicely.

* * *

Moe Vinger, of The Omaha Tobacco Co., Omaha, Nebr., one of the most progressive tobacco and candy jobbing houses in the Middle West, is responsible for the following: "Mr. Jones, Dad wants to borrow your corkscrew." "All right, sonny, you run along home and I'll bring it over."

* * *

Ben Leichty, who covers the Middle West for Henry Heide, Inc., New York City, with myself happened in a hotel in a small Nebraska town the other night. Upon registering, Ben was asked by the hotel proprietor, "Do you want the porter to call you?" "No, thanks," answered Ben, "I awaken every morning at five." "Then would you mind calling the porter," queried the proprietor.

* * *

Aleck Abrahamson, sales manager for Tootsie Rolls, passed through Kansas City a few days ago on his way to the West Coast. Aleck loves stories and had a good one he was saving for Hollywood. Here it is: Pat and Mike were detailed for scout duty overseas. The commanding officer ordered them to conceal themselves in

a cow's hide and pretend to graze over toward the German trenches. Pat was given the front legs and Mike the hind legs. All went well until Pat received a prod from his Buddy. "Come on, let's get out of here," hissed Mike. "What's the matter?" queried Pat. "Matter," snorted Mike, "Migawd, here comes a German with a milk pail."

TRADE MARKS

for

Registration

★ THE following list of trade-marks, published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file, within thirty days after publication of the marks, a formal notice of opposition.

HEALTH HOUSE and design of house, yeast extract paste, yeast flakes, crackers, biscuits, confection in candy, breakfast cereals, etc. Use claimed since March 5, 1937, by Battle Creek Dietetic Supply Co., Battle Creek, Mich.

OLD HICKORY, candy. Use claimed since March, 1901, by The Mackenzie Candy Co., Cleveland, O.

SPARKLETS, food garnish in the nature of colored sugars and candy shots for decorating bakery products, salads, and desserts. Use claimed since May 1, 1937, by Howard Frisch, doing business as Fradel Sales Co., Schenectady, N. Y.

ZOLO-NUT, candies. Use claimed since May 8, 1920, by E. J. Brach & Sons, Chicago, Ill.

MILNUT, compound of nut oils and evaporated skimmed milk as a food product. Use claimed since August 1, 1931, by Carole Products Co., Litchfield, Ill.

COBBIE CORN, formed candied popcorn confection. Use claimed since August 1, 1934, by The Cobbie Corp., Des Moines, Iowa.

ELMER'S GOLD BRICK, candy. Use claimed since October 15, 1936, by Elmer Candy Co., Inc., New Orleans, La.

GOLD BOND, chewing gum. Use claimed since May 10, 1937, by Pacific Manufacturing Corp., Chicago, Ill.

WILLARD'S and shield and crown design, natural and salted edible nuts, candy, potato chips, candied popcorn, cheese-flavored popcorn, salted buttered popcorn, and cheese-flavored crackers. Use claimed since May 19, 1936, by Willard H. Nelson, Moline, Ill.

TANZILS and design of Tannie-Boy, shelled and unshelled nuts. Use claimed since September 23, 1936, by The L. De Martini Co., San Francisco, Calif.

HERCULES and design, candies and salted, unsalted, and candy-covered nuts. Use claimed since March, 1932, by Bonomo Candy & Nut Corp., Brooklyn, N. Y.

COW BOY HATS, candy. Use claimed since July 26, 1937, by Hawley & Hoops, New York City.

TEN GALLON HATS, candy. Use claimed since September, 1926, by Hawley & Hoops, New York City.

CHU-MOR, chewing gum. Use claimed since August 6, 1937, by International Chewing Gum Co., Cambridge, Mass.

I-SCREAM-DOGGIE, ice cream, ices, and creamlike pastry products. Use claimed since August, 1933, by Wilhelm Muehlfordt, Leipzig, Germany.

